



Chemist & Druggist

12 May 1973 THE NEWSWEEKLY FOR PHARMACY



Mentha Piperita

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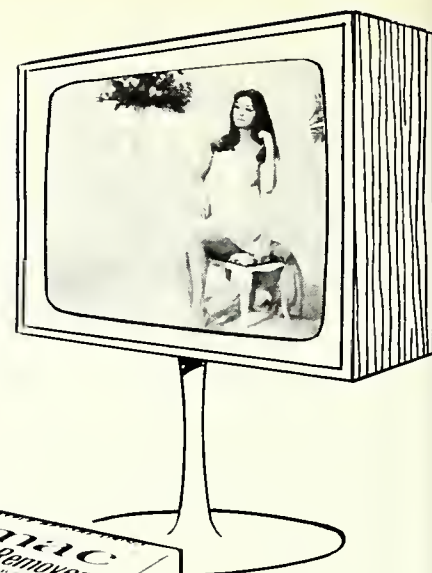
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SUPPLEMENT






NPU object
to Sangers
profit scheme

Drugs Misuse
regulations

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12 May 1973 Vol. 199 No. 4860

The newsweekly for pharmacy

114th year of publication

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Mr A. Reed, merchandising director,
 introduces a new Sangers "points for
 profit" scheme to chemists (see p593)

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Sangers launch 'profit' scheme — NPU object

Sangers Ltd invited their customers in the North London area to a reception last week to announce a new trading scheme similar to those of independent grocers.

Mr John Ramsay (Sangers' merchandising executive) said that each month Sangers, with the co-operation of manufacturers, would offer certain selected over-the-counter lines at prices which would make it possible to sell at up to 25 per cent off the makers' recommended price while allowing the retailer a margin of 20 per cent. Mr N. B. Bilton, marketing and sales manager, told *C&D* that so far the manufacturers had given assurances to back the scheme and sufficient offers for a balanced marketing programme had been accepted for the first six months of the scheme, which was due to start on June 1.

For those retailers taking part in the scheme which Sangers had named "Apocaire", Mr Ramsay said there would be an "additional incentive—an incentive which will automatically ensure participation upon a continuing basis". This, he said, was necessary since the retailer was being asked to reduce his margins. Cash incentives, although valuable, lacked impact because they were readily absorbed into the retailer's business profits or personal pocket and were thus overlooked.

Promotional 'points'

The company, therefore, had produced an illustrated catalogue of items for sport, for the home, for hobbies, for personal use. Each of the items had been allotted a points value and the catalogues will be available to retail customers of Sangers so that proprietors and staff can see what is obtainable over a period of time. The time involved depends upon the value of the articles selected, the points allocated and the rate at which they are earned against purchases. Promotional points will only be allocated against products featured in Apocaire promotions.

Each Apocaire promotion will run for a calendar month. The number of products for each promotion will be limited to 10 with a maximum of two sizes per product. Not more than one product from a specific market will be featured at any one time. The products will be brand leaders, volume sellers and not available on bonus either nationally or regionally through retail pharmacy at the same time.

The Apocaire promotions would carry their own kit of display material on which would appear the theme and symbol (a dispensing balance).

A series of evening seminars has been arranged throughout the country to explain the scheme. They include May 9, Bournemouth; May 10, Watford; May 17, Croydon; May 22, Maidstone; May 23, Brighton; May 30, Bedford; and May 31, Liverpool.

□ Comment, p 617; Letters, p 624.



APOCAIRE

Mr J. G. Iles, a North London pharmacist who was present at the Sangers conference last week, gave this reaction: "There must be many pharmacists who are wondering whether the pursuit of turnover of sales promotion schemes will yield as much profit as their present methods; or if such schemes will turn them into 'red queens'. Sangers Apocaire seems a well planned exercise that will give the pharmacist the opportunity to access the value of sales promotion in his own particular situation".

Danger to VTO says NPU

A Press statement issued by the NPU group states:— The NPU regrets that Sangers have now launched a symbol trading group because their action can only delay the introduction of a *national* voluntary trading organisation planned by the NPU. Sangers' action must be seen as a deliberate attempt to inhibit the plan for *one national* chemist voluntary trading organisation by withholding support for the NPU plan. The introduction of Sangers' scheme will have the effect of reducing the chance of combining the total buying and promotional strength of all U.K. independent chemists. Sangers' scheme can also be seen to deprive retail pharmacists of contributing to the creation and control of a VTO.

Since July 1972 NPU have detailed to Sangers their plan and proposals for a VTO and have received repeated confirmation of agreement to the overall con-

cept and of Sangers' desire and intention to work with NPU in the development of a national network of wholesale chemists enabling *all* independent chemists to participate. Sangers' objections to certain major aspects have accounted largely for the delay in finalising the VTO plan but NPU were under the clear impression that all objections raised by Sangers had been resolved to their satisfaction and the way clear to their co-operation.

NPU can only suspect that Sangers were not sincere in their stated intention to support the NPU plan for a national VTO and have deliberately delayed the VTO steering committee's report in order to gain time to plan and launch their wholesaler sponsored symbol group. The method and timing of their launch programme, together with the selection of the trading symbol, adds to the suspicion that Sangers' scheme is usurping the retailers' initiative in the development of a national trading organisation and the attempt by NPU to co-ordinate its existing members' services and resources to a VTO.

The group name Apocaire is similar to one of two trading names previously registered by NPU and in the circumstances, NPU have no alternative but to object to the use of this name. The NPU believe that the proposed symbol group concept has been greatly influenced by Sangers' experience in Northern Ireland where they operate a V.G. wholesale grocery franchise and does not reflect the specialised needs of retail chemists to recapture lost sales and OTC market shares. The NPU plan for a VTO is based on the creation of a national buying group giving procurement benefits on total OTC purchasing with promotional activity to follow. The Sangers' scheme is *promotional orientated* on a limited number of products only.

Over 1,200 members have attended special area meetings and after searching questions, indicated overwhelming support for NPU to continue its feasibility study into the development of a *national* chemist voluntary trading organisation in which *retailers* could be party to the formulation of trading policies.

Members will no doubt decide for themselves, in the light of what has happened in retail grocery, whether to support a trading symbol that is the sole property of a wholesale firm. A full report on the VTO feasibility study and the NPU recommendations is being prepared and will shortly be circulated to all NPU members.



Mr J. G. Iles (right) being welcomed to the Sangers meeting by Mr N. Bilton. Mr R. Bradshaw is in the background

Wolverhampton move for publicly-run pharmacies

Proposals that pharmacies should be publicly run has been turned down by the Wolverhampton Executive Council.

Residents on the Bushbury and Bradley housing estates made the suggestion as the Bradley estate has no pharmacy and one of the three pharmacies on the Bushbury estate has recently closed. However, no person on either estate lives more than three-quarters of a mile from a pharmacy, according to Mr A. Frost, the secretary of Wolverhampton Pharmaceutical Committee.

The local NHS Executive Council discussed the proposals this week but reached the conclusion that it was not in its province to set up a business. The matter has not yet been discussed by Wolverhampton Corporation or any of its sub-committees—although press reports say that Wolverhampton is planning to become the first town in Britain to have council-run pharmacies.

Possible saccharin ban in America?

Saccharin may have to be banned in the USA if an expert panel of the US National Academy of Sciences meeting next week finds evidence that the sweetener can cause cancer. Under US law any food additive that is found to cause cancer in animals or man is banned but can be used medicinally.

Two recent small-scale feeding experiments involving high intake of saccharin by rats are reported to have produced bladder and uterine tumours. The studies were undertaken by the Warf Institute, which has support from an international sugar foundation. Saccharin was removed from the Food and Drug Administration's "generally considered safe" list last year, and the FDA is undertaking its own tests. Monsanto, the largest US manufacturer, ceased producing saccharin last October.

'Need for better medical communication'

There is a great need for better communication in medicine according to Dr Charles Fletcher of Hammersmith Hospital. Speaking last week in the Rock Carling memorial lecture of the Nuffield Provincial Hospitals Trust, he suggested that patients should be encouraged to ask questions of their doctor.

Dr Fletcher commented that a quarter of patients take the wrong dose of drugs prescribed for them and said that there are clearer instructions given with radios than life-saving antibiotic or cardiac drugs. He suggested that instructions for treat-

ment should be written down by the patients themselves and checked by the doctor.

Advocating the formation of an association for communication in medicine, Dr Fletcher said that this would increase awareness in improved communication. Such an association should be open to doctors and laymen both in the health service and outside. He also suggested that more doctors should be involved in journalism because of "the frequent failure of lay journalists to recognise the harmful effect of indiscretions on medical matters".

'Pharmacist should dispense cheapest alternative'

The pharmacist should be required to dispense the cheapest available alternative unless the particular proprietary preparation is insisted upon, suggests Dr Malcolm Weller of Ingham Infirmary, South Shields, as a method of producing "substantial" savings on drug bills.

In a letter published in last week's *Lancet*, he states that proprietary names are short and easily memorable compared with cumbersome and difficult-to-remember approved names. He suggests that the prescription form should include suitable wording which could be deleted when the doctor considered that a particular product had a worth-while advantage. Dr Weller also said that pharmacists could easily be circularised with information regarding the cheapest available alternatives.

Intravenous nutrition symposium planned

The Birmingham Branch, Guild of Hospital Pharmacists is organising a symposium entitled "Intravenous nutrition—

pharmaceutical and clinical aspects" at the University of Aston, Gosta Green, Birmingham 4, June 16, commencing 10 am.

Topics will be "Pharmaceutical aspects of fat emulsions," "Pharmacology of amino acids," "Problems of particulate matter in infusion solutions" and "The case for intravenous nutrition."

Applications, with fee of £1, cheques payable to the Guild of Hospital Pharmacists (Birmingham Branch), should be sent to G. A. Mander, symposium secretary, Selly Oak Hospital, Birmingham B29 6JD.

Bacterial growth in milk food unaffected by pH

Researchers at Unigate central laboratory have contested the suggestion that reducing the acidity of cow's milk preparations has a bacteriostatic effect on *Escherichia coli*.

In a letter in last week's *British Medical Journal* they reported a previous experiment in which the capacity of cow's milk to support the growth of *E. coli* was considerably reduced when sodium bicarbonate was added to bring it to a pH resembling that of breast milk, suggesting that it might be beneficial to adjust the pH of all proprietary infant foods to this higher value.

The Unigate researchers repeated the experiment by incubating *E. coli* with Cow and Gate, Trufood and SMA prepared feeds, Similac, and Cow and Gate and SMA dried milks, both at the original pH (range 6.52 to 6.67) and at a pH adjusted to about 7.3. There was no significant difference in the final bacterial counts at the two pH levels, with the exception of Cow and Gate prepared feed which showed a reduced count at the higher pH.

□ "There is no acceptable excuse for those manufacturers who still insist on the old dangerously ambiguous instructions" for the reconstitution of milk feeds, writes Dr R. B. Jones, Institute of Child Health, London WC1, in a letter to last week's *British Medical Journal*.

He quotes the instructions given by Cow and Gate: "The table below is based on the requirements of the average infant and should be regarded as a guide. It can be altered to suit the needs of the individual child."

The letter follows a suggestion that milk feeds should be sold in individual accurately weighed packets to reduce dangers of overfeeding (*C&D*, April 14, p492).

The discount drug store opened in Letchworth by Fine Fare as a pilot experiment for future "store within a store" projects. (Report *C&D*, May 5 p580).



Doctors and drug storage —by an MP

Although tight security arrangements are being requested from pharmacies, no similar plans are being proposed for the storage of drugs in doctors' surgeries, according to Mr Norman Fowler, MP for Nottingham South and one of the Society's two advisers in Parliament.

Speaking at a working dinner of the Croydon Branch, Pharmaceutical Society last month, Mr Fowler, who is currently reviewing the proposed storage regulations for dangerous drugs, said he was aware from long experience that when the legislators closed one door to the criminal they opened another, and he felt that the purpose of the legislation was to ensure that as many doors as possible were locked at the same time.

Mr Fowler described the role of an MP and indicated the difficulty involved in making a speech at all due to increasing demands on parliamentary time. It was a fallacy to believe that an MP could just stroll in and make a speech or ask a question. Although he was pleased that both Mr Ogden and himself had been able to represent the Society's interests on occasion within the House he felt that outside professional groups would obtain a great deal of interest for any problem they wished to raise by approaching their local MP. He also stressed the importance of representations to the relevant government departments before legislation came to the House and in this respect praised the work of the headquarters staff of the Society for their discussions with the Department of Health and the Home Office on various occasions.

Mr Fowler went on to outline the manner in which Mr Ogden and himself had arranged a successful amendment to the Finance Act referred to by Mrs Aileen Bishop, branch chairman, who praised the two advisers for the part they played in saving the Society some quarter of a million pounds in capital gains tax on the

Norway's Trade Centre in London's Pall Mall, attracted many visitors to the Nordia's exhibition which highlighted the company's 'Shop-in-Shop' system. Mr J. Speight is here describing the system to Mr A. A. Kennett of Savory & Moore



enforced sale of Bloomsbury Square premises. One of the actions they took was to approach the other professions who might be similarly affected in the future and it was by enrolling the support of these members that the successful amendment was carried.

Mr Fowler had difficulty in understanding why the pharmacist—the profession most closely in contact with the public, far more so than lawyers or doctors—should fail to have their role in society appreciated by members of the public. During the later questioning on this point he suggested that members of the Society would do well to build upon the basis of their being different from other retailers to emphasise the professional aspect of pharmacy.

Beauty club offers samples for men

Asking 'Do you want a beautiful man?', Universal Beauty Club this week launched their Universal Grooming Kit for men, a box of men's toiletries from Tabac.

Universal Beauty Club members, now totalling 74,000, pay an initial enrolment

fee of £1.20 upon which they receive a Beauty Kit followed every two months by a further kit price £1.85 on approval, each kit containing sample beauty products from top cosmetic houses.

According to the Beauty Club, "chemists love us 'cause we're good for business!" The kits enable women to sample cosmetics, especially expensive ones, which they may not otherwise buy. The beauty club has a stockists' department whereby pharmacist stockists are informed when their names have been given to local potential customers.

In response to requests for "something for our men", Universal have introduced the men's kit containing after shave, cologne, hair lotion, shampoo, soap and talc, for £1.65 including postage. Details from Universal Beauty Club, 30 Langham Street, London W1A 4WT.

PT stocks— NPU reminder

Many pharmacists are apparently under the impression that having submitted the amount of their purchase tax rebate claimed on form VAT 420, no further action is required.

The National Pharmaceutical Union has now issued a reminder that it is essential to include on the first form VAT 100, the amount of purchase tax being reclaimed. The figure should be entered in box 8.

Scottish pharmacists' conference

The 1973 conference of Scottish pharmacists will be held at Turnberry Hotel, Ayrshire, October 13-14.

The effects of implementing the Medicines Act and the Misuse of Drugs Act will be discussed at the morning session when the speakers will be J. P. Bannerman, member of Council and chairman of practice committee, C. R. Blythe, vice-chairman of the Scottish department executive and R. Mackay, the Society's inspector for Scotland. "Food for thought and thought for food" is the title of the afternoon lecture to be given by Dr Andrew Wilson, professor of pharmacology and

general therapeutics, Liverpool University.

The conference fee of £8.30 per person will include dinner and dancing on the Saturday, bed and breakfast, morning coffee, lunch and afternoon tea, and a proportion of the expenses of meetings. The hotel facilities include a heated indoor swimming pool, two golf courses and a putting course, with TV and radio in all bedrooms.

A limited number of day tickets for Sunday will be available, price £3.45 per person. Reduced terms and an evening listening service will be available for children.

New veterinary names

The British Veterinary Codex Committee, 17 Bloomsbury Square, London WC1, has adopted the following non-proprietary names for veterinary substances:—

Diamphenethide (fasciolacide; β β' -bis (4-acetamidophenoxy) ethyl ether; Coriban)

Olaquinox (growth promoter, bactericide; 2-(N-2'-hydroxyethylcarbamoyl)-3 methyl quinoxaline di-N-oxide; Bay Va 9391)

Robenidine (coccidiostat; 1, 3-bis (p-chlorobenzylideneamino) guanidine hydrochloride; Cyclostat, CL 78, 116)



Spring means a bonus offer of 'Tyrozets'

Spring is here—and so too is the bonus for 'Tyrozets'.

Really attractive terms are now being offered on these quick-selling lozenges. But hurry—you've only got until 31st May to order these effective throat lozenges for maximum return.

Ask our representative or contact us for the details.



A 'Pharmacy only' product.

Each 'Tyrozets' Lozenge contains 1 mg tyrothricin and 5 mg benzocaine BP.
Retail price, 14p per vial of 12 including VAT. 'Tyrozets' is a registered trademark.



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Appointments

UK Agricultural Departments: Professor R. Kilpatrick, MD, FRCPE, MRCP, has been appointed a member of the Veterinary Products Committee. He is professor of clinical pharmacology and therapeutics at the University of Sheffield and is a member of the Advisory Committee on Pesticides and other Toxic Chemicals.

Southwestern regional hospital board: Six area pharmacist appointments have been announced. They are, commencing on June 1:— Cornwall area, Mr D. Higgins, group chief pharmacist, Cornwall HMC. Plymouth area, Mr M. G. Leakey, group chief pharmacist, Torquay HMC. Exeter area, Mr D. R. Knowles, group chief pharmacist, Exeter and Mid Devon HMC. Gloucester area, Mr K. I. Munns, group chief pharmacist, Gloucester, Stroud and Forest HMC. Commencing July 1: Taunton area, Mr W. J. Tothan, group chief pharmacist, North Wirral HMC. Southmead, Bristol area, Mr D. G. Wood, group chief pharmacist, South West Middlesex HMC.

Leeds Regional Hospital Board: Three area pharmacist appointments have been announced: Mr Ronald Ross, group pharmacist to the Hull "A" Hospital Management Committee for the area presently administered by three separate Hospital Management Committees north of the Humber—Hull "A" and "B", and the East Riding; Mr Ian W. Marshall, deputy chief pharmacist, Edinburgh Royal Infirmary for the area presently administered by the two Leeds Hospital Management Committees, St James's (University) and Leeds "B"; Mr Reginald G. Phillips, group pharmacist York "A" Hospital Management Committee for the area presently administered by four Hospital Management Committees—York "A" and "B", Scarborough, Bridlington, Malton and Whitby, and Harrogate and Ripon.

Smith & Nephew: Elastoplast Division have amended the structure of their sales force. Nine sales representatives have been promoted to special accounts:— G. Tribe (Liss), D. Woolridge (Seaford), D. Peters (Dunstable), A. Shoesmith (Norwich), A. Nelson (Hull), S. Smith (Edinburgh), D. Byatt (Newcastle-Under-Lyme), D. Strobe (Swansea), I. Murray (Belfast). The following have been appointed as new territory representatives:— C. Williams (South West), P. Crawley (South East), T. Moore (East Anglia and West Midlands), V. Jackson (North East), P. Clarke (Central Scotland), C. Pudge (Staffordshire), M. Postmans (Wales), D. Fitzsimmons (Northern Ireland). Paul Downes, Brian Taylor and Geoff Monks have been appointed auxiliary sales representatives.

A. C. Nielsen Co Ltd have appointed Mr

Topical reflections

BY XRAYSER

Key to the future

Mr I. F. Jones (senior lecturer in pharmaceutical management studies, Sunderland) addressed a student conference recently on professionalism, describing it as the key to the future. Mr Jones gave some very helpful advice to his audience and some of the matters mentioned will be encountered very quickly when the young graduates find themselves in the "front line."

It must never be forgotten that the pharmacist provides the ultimate contact between the patient and his treatment, and he must be ready at all times to make certain that there is no misunderstanding in the mind of the patient as to what he has to do when he reaches home. There are problems for the pharmacist which can be resolved by experience, and there are difficulties which need not occur if the prescriber would write his directions so that they might be transcribed on to the label.

But the speaker dealt with a very common situation arising out of the patient being less patient than his description would suggest, and demanding immediate attention and service. He may say that (a) he has a train or bus to catch, or (b) he has already waited for a long time in the doctor's waiting room or (c) that they are only tablets anyway. And as Mr Jones pointed out, there can be criticism from those who wait—not always inaudible.

The closer the contact between pharmacist and customer the easier it is to smooth the path, even if it is occasionally salutary to remind the impatient one that there are other pebbles on the beach, and that if we were to drop everything for him, other people who had the prior claim would have to wait.

Perhaps the most important thing to stress to the young pharmacist is that, in general, people do not object to a fifteen-minute wait provided the medicine is ready at the promised time. It may even be necessary at times to indicate that the care essential to the accurate making up and checking of a prescription makes undue haste something which cannot be contemplated if only in the interest of the patient himself.

Poisoning

For some 250 years camphorated oil has been in most medicine cupboards, and there have been from time to time reports of poisoning from its ingestion. A letter to the *British Medical Journal* recently drew attention to two admissions to hospital of children who had swallowed some of the liniment. The letter called for the prohibition of the sale of what was described as something of "doubtful medical value."

I imagine that its sale is very much less than it was thirty years ago, but that does not make it any the less dangerous. Looking back, I do not know if I, or any of my classmates in junior school, benefited from the wearing of a camphor locket next to the skin, where bodily warmth contributed to a pleasant, if ineffective, aroma. And they "came", as present-day advertisers would say, in red, green, blue or gold—retailing at one penny each.

M. H. Smyth, 47, their vice-chairman and managing director. Mr Smyth, previously deputy managing director, replaces Mr J. P. Napier, who continues on the board in a consultative capacity.

Seton Group: Mr P. C. Vallance, SRN has been promoted assistant to the group sales manager.

Carlo Erba (UK) Ltd: Mr P. Ricketts has been appointed sales manager [corrected note].

Deaths

Hussey: On May 1, Mr George Frank Stephen Hussey, MPS, Logren, Main Road, Naphill, High Wycombe, Bucks. Mr Hussey, a pharmacist at Wycombe General Hospital and previously at R. P. Bristow, High Wycombe, qualified in 1933.

Pearson: Suddenly, on May 1, Mr B. Pearson, marketing manager, Pharmacia (Great Britain) Ltd. He had been with the company for 10 years.

Company News

Major holding in French company for Syntex

Syntex Corporation has received French government approval to acquire a 60 per cent interest in Centre Biotechnique Daltan, a pharmaceutical company with headquarters in Paris.

Daltan has annual sales of about \$3 million, and employs a marketing force of approximately 45 persons.

According to Dr George Rosenkranz, president and chairman of Syntex, the interest in Daltan will be purchased for an undisclosed amount from the Roussel-UCLAF group of companies, including Laboratoires Cassenne. Cassenne and Roussel-UCLAF will retain the remaining 40 per cent of Daltan and the company will be operated as a joint venture, carrying out the marketing in France and certain export territories of pharmaceutical products supplied both by Roussel-UCLAF and Syntex. Cassenne, Syntex's distributor in France for many years, will continue to market a number of Syntex products.

Dr Rosenkranz states that agreements implementing the intended purchase have been substantially negotiated and are expected to be signed and completed in the near future. "We are extremely pleased

to embark upon this expanded co-operation with our long-term French partners," he says. "The acquisition of 60 per cent Centre Biotechnique Daltan, together with our recently announced plan to acquire 70 per cent of the Swiss pharmaceutical company Medial, will further strengthen Syntex's marketing capability in Europe."

Bayer—disappointing profits

Bayer AG's profits failed to keep pace with the rise in sales, it was stated at a press conference announcing Bayer's results for 1972. Professor Kurt Hansen, chairman of the executive board, also said that after two bad years the company were back to the performance of just before 1970. World-wide profits for 1972 were at DM454 million, on a turnover of DM12,821 million, yielding a net profit as a percentage of turnover of 5 per cent. The parent company's profits were DM338 million, and a dividend of 14 per cent is to be paid. The company still plan to expand its world-wide activities including new plant in Germany, US and the Far East.

Lloyds changes

As all order processing for both Lloyds' Pharmaceuticals Ltd and Howard Lloyd & Co Ltd are now handled at Clerk Green, Batley, Yorks (telephone Batley 2331), and

Men", with the formation of their own racing team, racing in Formula Fords driven by film star Jon Finch. Wella are also sponsoring the new Formula Ford Championship organised by BARC.

At the anniversary banquet, Mr O. H. Graulich, managing director, recently returned from a USA trip, presented the Wella awards for outstanding achievement as follows: Salesman of the year, Mr A. Harvey (silver cup, weekend in Paris for two, and £50); runner-up, Mr B. L. Alcock (weekend in London and £25); merchandiser of the year, Miss A. Corby (£50); area of the year, northern (manager, Mr J. L. W. O'Connor) (Ströher silver cup).



Celebrating Wella GB's fifth successful year in the retail hair care market. Mr O. H. Graulich, managing director, is fifth from the right, and the "cupholders" are Mr O'Connor (left) and Mr Harvey (right). Miss Ann Corby is in the centre of the picture.

the general management and marketing handled in Hull, it has been decided to close the Lloyds' offices at 103 Mount Street, London, W1, on May 31. These arrangements apply to both UK and export business.

Mr J. Moore is transferring to Hull to handle Lloyds' export business as hitherto, though in the Reckitt & Colman export division.

An information office for Lloyd's Pharmaceuticals and the Reckitt & Colman Pharmaceutical Division will be opened on June 4 at Walkden House, Euston Square, London NW1. Mr Ellis Stanning, former chairman of Lloyds' Pharmaceuticals will retain a personal office at Mount Street.

Voluntary liquidation of Scottish wholesalers

An estimated deficiency of £145,663 was shown in the statement of affairs of Wholesale Chemist Sundries Ltd, 96 Milnpark Street, Glasgow, at a recent meeting of creditors at which Mr Frank Sammeroff principal shareholder and director, presided.

Unsecured debts totalled £163,324, including £73,355 to trade creditors, £72,400 to HM Customs & Excise in respect of purchase tax and £15,412 loans.

After allowing £508 to secured creditors and £15,045 preferential claims, net assets were valued at £17,661.

The company, which had an issued share capital of £1,000, was incorporated in November 1942 as Bayrch Bros Ltd. In 1949 Mr and Mrs Sammeroff purchased the shares and in February 1953 the name of the company was changed to Wholesale Chemist Sundries Ltd.

Accounts revealed that in the year ended March 1969 the company made a profit of £850, in 1970 a loss of £60 and in 1971 a loss of £96,852 after allowing for an unpaid purchase tax liability of £100,000. The trading loss for the year ended March 1972 was approximately £25,000, including a current purchase tax liability of £14,979. Draft accounts to March 1973 revealed a further loss of some £15,500.

With regard to the liability for purchase tax under-paid and fines of £100,000, creditors were told that originally it was agreed by the directors with the authorities that the liability would be paid over a period of five years, but ultimately the directors realised this would be impossible, and due to other difficulties the company had no alternative other than to take steps for voluntary liquidation. A resolution was passed confirming the voluntary winding-up of the company with Mr W. M. Brownlie, Messrs Fraser Lawson and Laing, 53 Bothwell Street, Glasgow, as liquidator.

Briefly

Lon (UK) Ltd: All orders and inquiries should be addressed to the company's new offices at 58 Russell Square, London WC1.

European Economic Community: The EEC's "company marriage bureau", which started operating last week, will provide information on national or community regulations affecting co-operation and mergers and will function as a means of contact for enterprises wishing to co-operate or merge. The address of the Bureau de rapprochement des entreprises is 15 Rue Archimède, 1040 Brussels.

Sales Record: Healthy

The Islander Health & Sun Lamp from Hanovia.

The one that shines brightest in the sales charts.

Because this lamp has the choice of Infra-red or Infra-red and Ultra-Violet together, the built-in Timer and Warning Bell that people want.

And because the whole thing comes, compact and portable, in a colourful display box that really packs it home!

Order the Islander – your place in the sun.

Full colour sales leaflets and dispenser FREE.

Recommended retail price : £16.72 inc. VAT.



SEND FOR A FREE GUIDE TO THE ISLANDER

Name.....

Address.....

CD1

HANOVIA HANOVIA LAMPS LTD, BATH ROAD, SLOUGH, BUCKS. SL16BL
Tel : Burnham (06286) - 4041. Telex : 848123

CIBA-GEIGY introduce and spend

AQUASIL® The new luxury bath additive

£120,000 launches this new concept in bath additives, sea blue, foaming, fragrant Aquasil with Azulin, the new gentle effective deodorant.

Aquasil captured the No. 2 spot where stocked within 6 months of the Southern Test Market launch!

Aquasil will be supported by TV, colour pages in women's magazines and a sampling offer to over 6 million women.



Stock up and sell

Two great new products

£225,000 to do it!



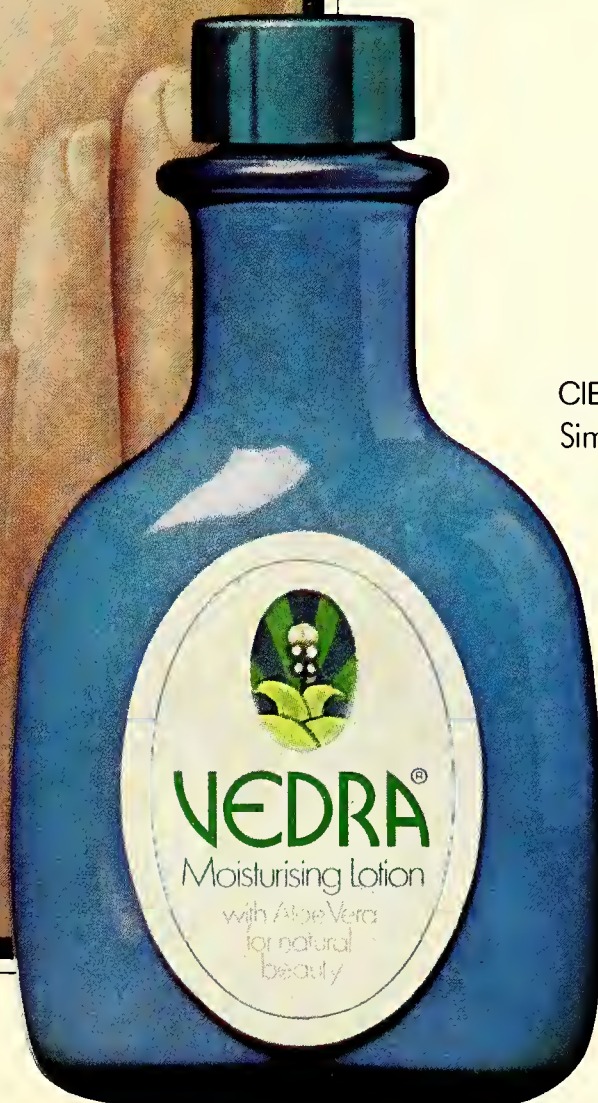
VEDRA®

A new beauty lotion with Nature's own moisturiser, an essence taken from the Aloe Vera plant.

£105,000 launches this great new Natural Moisturiser!

Vedra will be an important part of the £11.6 million skin care market, and that means big business for you!

Vedra will star in a national 30-second TV campaign in May & June, and whole colour pages in women's magazines from May to December.



CIBA-GEIGY (UK) Limited,
Simonsway, Manchester, M22 5LB.

with CIBA-GEIGY



**It's about time
you started selling Lantivac.**

The birds are beginning to chirp, flowers are blooming and people will soon be sneezing all over the place. It's time to sell Lantivac. Preferably two bottles at a time. That's the course of treatment you should recommend to a hay fever sufferer who should start using Lantivac now, before the atmosphere is full of pollen. On our part, we're giving Lantivac a push with spaces in the News of the World, The People, The Sun, Woman's Own, Woman's Weekly, Reader's Digest, the Sunday Express and Sunday Mirror. For stock and bonus details telephone 01-440 6521.

New products and packs

Cosmetics and toiletries

More Naturalites

Eylure have added three new numbers to their Naturalites range of light lashes. No 7 are said to be even finer than No 1 and to be "practically undetectable". They are suitable for the very young girl or the older woman. New No 8 is a shorter, thicker lash, and No 9 is a very fine lash of longer length. All sell at £0.71 (Eylure Ltd, Grange Industrial Estate, Cwmbran, Mon NP4 2XR).

Morny children's range

Morny have launched a new range of children's toiletries, comprising soap (£0.10), shampoo, bubble bath and talcum powder (all £0.29). The range features Rupert Bear, and all the products have a light lemon fragrance.

Morny are also offering a novelty Rupert bubble bath (£0.47) in a 9-in high sculptured container. During the launch period, purchasers of goods over £0.20 will receive a free Rupert badge (Lentheric Morny Ltd, 17 Old Bond Street, London W1).

Harmony relaunch

Elida Gibbs are relaunching harmony hair-spray and shampoo with major advances in product formulation and packaging for both products.

The hairspray, claimed to be equal second in the market, has a new patented formula designed to further improve its promise of "clear and gentle hold". New Harmony's formula "represents the first real development in hairspray technology since the introduction of the modern resin system," say Elida Gibbs. "It leaves the hair looking and feeling softer and more natural and because it brushes out so easily causes less damage to the hair and produces less resin build up." A large spray button has been adopted to give better control and more even spray, and a new lighter perfume introduced.

Available in three variants for normal, fine, and difficult hair and in three sizes, 120g (£0.22½), 180g (£0.31) and 290g (£0.48). New Harmony will be supported by an intensive television campaign running until December.

Harmony Protein Plus shampoo is also being relaunched with a new patented protein formula. This formula is said to have superior conditioning properties to put new life into dull and damaged hair.

The variant for greasy hair now lathers even better to cater for girls with greasy hair who want a shampoo with superior cleansing and conditioning properties. All variants have new perfumes selected by extensive consumer testing.

The shampoo has also been repackaged in distinctive PVC bottles with twist-off, snap-on caps. Available in three variants



for normal, dry and greasy hair in sachets and bottles—sachet (£0.04), 70cc bottle (£0.16½) and 125cc magnum bottles (£0.24½), it will be supported by massive advertising on television and radio and in leading women's magazines. Total support for New Harmony hairspray and shampoo is £1.65m (Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY).

Medicated lotion pads

Quickies have produced, for the young woman—or the young man—AC Medicated Lotion Pads which are 60 to a jar, sufficient for approximately one month's treatment (£0.55). The pads are moistened with a solution especially designed to reduce oily secretion from the sebaceous glands, and clear blocked pores by thorough cleansing, say the company (Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex).

Amnioderm hand cream

A light deeply moisturising hand cream has been added to Amnioderm Bath Range from Dr Payot.

Amnioderm Hand Cream (£1.43) has the fresh fragrance which exists throughout the whole bath range, and contains silicones and almond oil.

The Hand Cream is said to disappear into the skin without a trace of stickiness (Payot Ltd, 139a New Bond Street, London W1Y 9FB).

Slimming

Limmits crisp bars

Latest addition to the Limmits range of meal replacements are chocolate crisp bars (£0.15), which are said to be "in line with the trend towards crisp, crunchy centres". Each constitutes a meal of 260 calories when taken with a glass of milk. Limmits



peppermint and orange cream bars have been discontinued (Uniclife Ltd, Unimart House, Stonar, Sandwich, Kent).

Sundries

Insect repelling aerosol

Lon (UK) have reformulated and repacked their insect repellent body spray, Repelesect. The spray is based on caprylic acid diethylamide and is claimed to give up to eight hours protection against all forms of insect, including flies, midges, gnats and mosquitoes.

The slim-line aerosol (£0.66) is now deep blue with yellow overprint and is available in display outer of ten. National advertising is promised throughout the coming summer season—previously Repelesect has been supplied mainly in the London area (Lon (UK) Ltd, 58 Russell Square, London WC1B 4HP).

A liquid nappy cleanser

Nappicare is claimed to be a complete breakthrough in nappy cleansing and the first liquid nappy cleanser on the market.

It contains no bleach "or harmful biological agents", and has a fabric softener, keeping nappies "soft and fluffy".

Nappicare can be used direct on to soiled nappies, in hot or cold water, and it can even be used in washing machines. It is available in two sizes: 600g (£0.44 including VAT) and 240g (£0.24). Both are unbreakable polythene bottles with a measure cap.

Nappicare is receiving comprehensive promotional support with a major media schedule backed up by sampling on a massive scale, which will mean that virtually every mother having her first baby in hospital will receive a 6-day sample of the product in the Bounty parcel. Additionally, samples will be available to mothers attending maternity clinics. (Scott & Bowne Ltd, 50 Upper Brook Street, London W1Y 2AE).

Trade News

Summer eyecatchers by Polaroid

To herald summer Polaroid are adding a special collection of sunglasses to their main 1973 design range.

The theme of the new Polaroid summer designs is colour. In the ten-model range, two are new designs and the others are colour variations on existing frame styles.

Polaroid sunglass 8347 (£3.22) has as its special feature a deep heavily-bevelled frame of graded colour tone which its French originators describe as *dégradé*. Within the frame, the tone ranges from clear as crystal on the lower rim to the opaque tint of dusky brown wood smoke at the top of the frame. The same sunglass is also in a more conventional havana shell finish. There are new colour variations for the "aviator" style sunglass 4210 (£3.00). Already in the main range with a monel frame finish, it is now available with frames of navy blue, maize yellow, white or matt black. The slim metal frame is sprayed with epoxy resin to add the colours and because the frame is so slim the use of vivid colour is "not overwhelming but elegantly distinctive". The large-eye sunglass model 8333 (£3.55) has a new summer guise—a multi-havana frame: this is a shell frame with tints of green intermingled with the dark sherry and pale amber colourings.

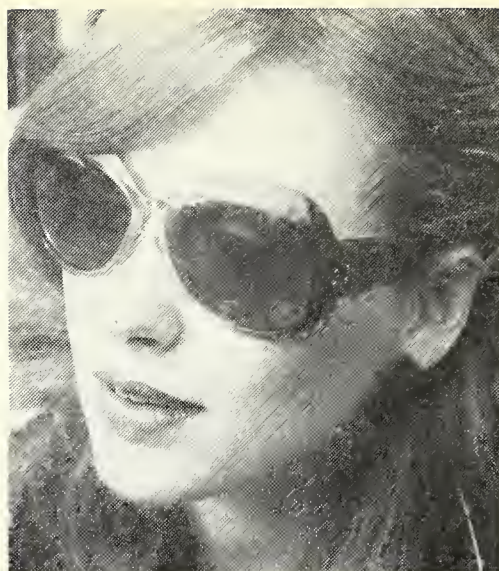
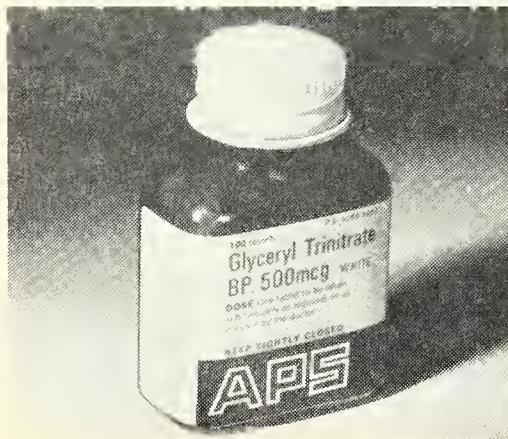
Another main range design Polaroid sunglass 8331 (£3.22) now has a smokey blue frame and magenta lenses instead of the conventional neutral grey or tan lenses.

New look for Drummer dyes

Drummer dyes are now in up-to-date easy-to-use sachets. A bright new design incorporates the distinctive "Drummer Boy". To make the sachets easy to display and sell, Drummer have introduced a colourful dispenser unit, carrying the "Drummer it up" theme, which is supplied complete packed with half a dozen of each of 23 selected colours and colour remover. Drummer Dyes are produced by Roberts Laboratories Ltd, Bolton.

Glyceryl trinitrate tablets in 100s

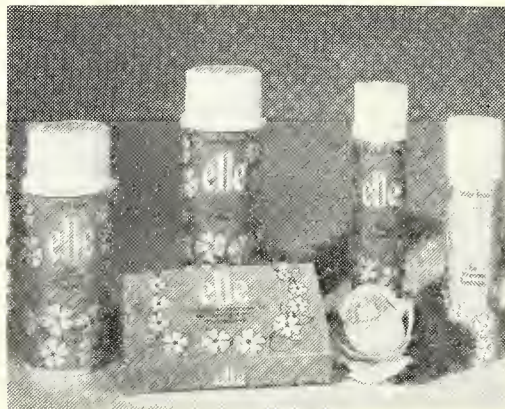
In addition to their dispensing packs of 1,000 tablets, Approved Prescription Ser-



vices. PO Box 15, Whitcliffe Road, Cleckheaton, Yorkshire BD19 3BZ, are making available 0.5mg glyceryl trinitrate tablets in units of 100 tablets, for original pack dispensing (2 dozen £1.40 plus VAT).

Elle relaunch for teenagers

In their second relaunch this year, Crookes Anestan of Nottingham have "revitalised" their Elle intimate deodorants, with new packaging, a slimline handbag size and an advertising and promotional campaign aimed specifically at the teenage market.



The two perfumes in the spray remain unchanged, with Wild Rose now in the pink pack and Peach Blossom in the blue pack—each with white snap-on caps. The cleansing deodorant tissues have also been repacked in a pink carton, being lightly perfumed with the Wild Rose fragrance.

A new shape has been introduced for the smaller, 60 gram spray—a slim handbag-sized pack, which replaces the former small, "chubby" shape.

Bonus offers

Associated Products Ltd. (distributors Fassett & Johnson Ltd., 19 Radford Crescent, Billericay, Essex). Quickies AC pads. 12 invoiced as 11.

Rosedale Products Ltd. Lanospray aerosol 200g, 18 invoiced as 12 (minimum order 72). Family shampoo 280cc, 14 invoiced as 12 (minimum 72). Hairspray refills 70cc, 12 invoiced as 10 (minimum 72). Hair thickener, 36 invoiced as 24 (minimum 36). Toilet water, 12 invoiced as 11. Distri-

butors are Fassett & Johnson Ltd, 19 Radford Crescent, Billericay, Essex. All offers open until June 29.

Lon (UK) Ltd, 58 Russell Square, London WC1 4HP. Repelesect insect repellent. 10 voiced as 9 until June 15.

Jacquelle Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland. Royal Sweden full radial hairbrush. Introductory offer of 12 as 11.

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alberto Balsam creme rinse: Ln, M, Lc, Y, Sc, WW, So, NE

Alberto VO5 hairspray: Ln, M, Lc, Y, Sc, WW, So, NE

Anadin: All except Sc, G, E

Bristows shampoo & conditioner: All areas

Close Up: All areas

Crest toothpaste: Y

Cool: All areas

Limmits: NE, We, CI

Head and Shoulders: Ln, M, Lc, SC, WW, A, We, B, G, CI

Kodak: All areas

Maws Baby Bathcare toiletry range:

All except E

Maws Simpla sterilising unit: All except E

Maws Tufty Tails: All except E

Macleans Freshmint: Y, WW

Nutriplan: All except E

Phensic: All except E

Radox: All except U, E

Shield: All except E

Signal: Ln, M, Lc, Sc, WW, So, A, We, B, G, CI, Y

SR: All except E

Sunsilk setting lotion: All except E

Sure: All except E

Three Wishes: So

Vaseline Balanced Care hairspray. All areas

Vosene shampoo: All areas

Weleda: So

Varta display material—see paragraph opposite.



Promotions

Ronson electrical campaign

An advertising campaign for Ronson hair-dryers and automatic toothbrushes is currently underway.

For hairdryers, leading magazines will be used to promote Escort, Rapide and Rio ranges in addition to the new Family Hair-styler. Two half-page, full colour advertisements will put over the individual selling points of each product under the overall message: "Remember with a Ronson hairdryer, you can do more than dry your hair. You can style it as well." Schedule includes *Woman*, *Woman's Own*, *Honey*, *Petticoat*, *Cosmopolitan*, *Look Now*, *Nova* and *19*. Campaign runs through until June.

The campaign for shavers is devoted to promoting the new rechargeable model—with a 50% larger budget than ever before. It will use 13 x 5 column spaces in *Daily Express*, *Daily Mail* and *Daily Telegraph* and promotes the product as "The first rechargeable shaver at a mains shaver price" until June.

For toothbrushes, a Press campaign is planned with spaces booked in the *Sunday Times*, *Observer*, *Guardian* and *She* from June until early July (Ronson Products Ltd, Randalls Road, Leatherhead, Surrey).

AndreX packaging revamped

New colours are being introduced on AndreX packaging to give it "even greater shelf appeal". Formerly dark green, the printed wording will now tone with the printed flower design on the packs; there are six different colours to identify the different toilet tissue shades. With the closing of the "Save 12½p offer", the band across AndreX packs will now flash "Big Roll—goes further".

New 30-second and 15-second commercials have been scheduled for peak hour viewing to support the new pack launch. The £81,000 campaign, continuing the "run away roll" theme, breaks nationally on May 28 for a run of at least six weeks. (Bowater Scott Corp Ltd, Bowater House, Knightsbridge, S.W.1).

Wild Moss display unit

A new permanent display unit from Mennen for their Wild Moss range of men's toiletries holds Wild Moss aftershave lotion, pre-shave lotion, Cologne, stick deodorant and foam shave. (Mennen (UK) Ltd, Marlow, Bucks, SL7 1NG).

New battery dispenser

A new dispenser for hearing aid batteries has been produced by Varta Batteries Ltd, designed to hold 50 slides, each of 6 batteries. The dispenser is provided flat in pieces and is in chocolate brown. It features the Varta symbol in the company's blue and yellow house colours. Holders for the batteries slide out and each one

carries a space with the nearest representative's address and telephone number for repeat orders (Varta Batteries Ltd, Varta House, Hanger Lane, London W5 1EH).

Phensic's Spring drive

Two new 30-second commercials for Phensic will commence transmission at the end of this month on all stations. The commercial is described by the producers as "presenting the problem of pain and the pain relief Phensic can bring in a compelling way, using an optical technique normally unassociated with analgesic advertising". (Beecham Proprietary Medicines, St. Helens, Lancs).

Father's Day gifts

Coty have introduced special sizes of their Bacchus range for Father's Day on June 18. These special sizes are 1½oz aftershave (£0.85), 1½oz Cologne (£0.94) and 2oz deodorant (£0.71). Available from May 7 (Coty Ltd, Great West Road, Brentford, Middlesex).

Money-off Kleenex towels

A major 2p off promotion on Kimberly-Clark's range of Kleenex Flair and Kleenex Kitchen Towels broke at the beginning of May with "At least 2p off" flashes on all packs.

"This type of promotion," say the company, is a firm favourite with customers for the immediate cash savings it offers and it is anticipated that shelf off-take will be considerably increased". (Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.)

Chemist drives for Cossack

Cossack Hairdressing from Reckitt & Colman for the first time sponsors a team for the Welsh International Rally.

The lead driver, Mike Rayner, M.P.S., a pharmaceutical chemist with a pharmacy in Aberdare, will be driving a Mini Cooper "S" painted Cossack Red and carrying the Cossack emblem on the car, his overalls and crash helmet.

The Rally is a tough event commencing on Friday evening, May 11, followed by two nights and a day of non-stop competitive motoring. The Rally will finish with a "burn up" around the racing circuit at Llandow on Sunday watched by spectators (Reckitt & Colman Toiletries Division, Sunnysdale, Derby).



Free spoons from Atrix

Atrix are giving away free with their 52g pot, four yellow measuring spoons: tablespoon, dessertspoon, teaspoon and half teaspoon throughout the summer. The spoons are banded with the Atrix pot on a coloured card promoting the offer.

A full range of display material is available, counter units, dumpbins and shelf strips (Southall Sales Ltd, Hook Rise, South Surbiton, Surrey, KT6 7LU).

GT2 Shaver campaign

For the first time in the history of the company, Remington are advertising a battery shaver on both TV and radio. The two-month campaign for the GT2 battery shaver starts in May, to coincide with the onset of the holiday season. Thirty second commercials featuring the GT2 will appear in all major TV areas—Thames, London Weekend, Midland ATV, Granada, Yorkshire and Scottish TV—from May 28.

During the second month of the campaign, the GT2 will be advertised on Radio Luxembourg's Paul Burnett show, the younger, rapidly-growing end of the shaver market.

Information on the TV and radio campaign will be mailed to over 20,000 retailers and a special GT2 showcard will be available from Remington's salesmen. (Remington Electric Shaver Division Sperry Rand Ltd, Apex Tower, New Malden, Surrey.)

Miss Pears competition

The competition is now underway for the selection of Miss Pears 1973. An independent panel of judges will choose the winner from among thousands of entries and present Miss Pears 1973 with the title and a cheque for £500 at the crowning ceremony, Tuesday, July 24, at the Painters' Hall in the City of London.

The competition is organised on an area basis. Parents send in photographs of their daughters and from these, six area winners are selected to go forward for the final judging. The over-all winner will receive £100, and twenty-four runners-up will receive £25 each.

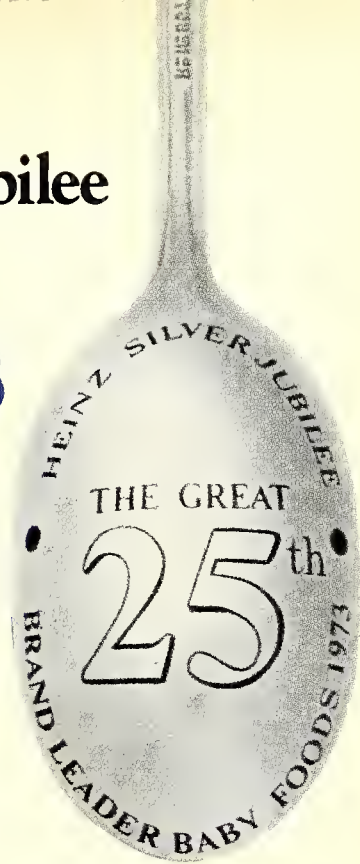
Advertisements for the competition will be appearing in leading magazines which include: *Woman*, *Woman's Own*, *Woman's Weekly*, *Woman's Realm*, *My Weekly*, *People's Friend* and *Weekend*. Entry forms are incorporated in these advertisements and are also printed in the cartons of Pears transparent soap (Elida Gibbs Ltd, P.O. Box 1DY, Portman Square, London W1A 1DY).



The Great 25th

Heinz Silver Jubilee

Heinz **New** Main Meals Better tasting, more nourishing foods for babies.



Heinz new Main Meals. 20 new recipes for baby to enjoy. 20 new varieties for Mum to feed baby at the most important mealtime of the day. 20 new, tastier foods to keep baby healthy and happy.

Both Strained and Junior varieties now have more best meat, fish and poultry; and the texture of the Junior varieties has now been made chunkier. More of the good, wholesome, natural foods Mums expect from Heinz. More of the freshness of taste and nutrition Mums want—because Main Meals are cooked mostly in the can, so like “tiny pressure cookers”, they seal in the goodness. And now, more nourishment!



“After consultation with leading paediatricians and nutritional experts, Heinz have improved the range and recipes of their canned Strained and Junior Baby Foods.

The Heinz policy of providing nutrition by the use of wide ranging natural foodstuffs has remained unchanged, but the general level of protein has been increased. All Main Meal varieties now contain more protein than does milk. Salt levels have been controlled in accord with current medical thought. Fortification has been avoided because nutritional imbalance is as

detrimental to baby's health as inadequate nutrition.

Each Heinz Main Meal variety will provide approximately a quarter of a baby's daily protein requirement. So taken together with varieties from the rest of the range of Heinz Baby Foods, with milk, cereals and vitamin drops, they will ensure a well balanced, nutritional diet.”

Dr. J. Green
Head of Research & Development

Heinz Silver Jubilee

Mothers applaud Heinz new Main Meals!



Some Examples

Strained Beef & Bone Broth with Vegetables

96% said nourishing for their baby
77% better taste
73% perfect consistency

Mothers said "Better in every way"
"Flavour better – thicker"
"Was more meaty tasting"

Strained Haddock in Cheese Sauce

92% said nourishing for baby
91% fish variety good idea
80% would buy this variety
78% flavour good/excellent

Mothers said "Fish very important for baby's diet – very nourishing"
"Flavour very good, tasty – baby liked it"
"I liked everything about it"

Junior Chicken Supreme Dinner

93% said nourishing for baby
80% product looked appetising
74% preferred flavour and taste of chicken

Mothers said "More flavour – better consistency"
"Just the right thickness and flavour"
"Taste very good – best I've had"

Junior Savoury Pork Dinner

91% said nourishing for baby
71% vegetable dice size perfect
70% flavour good/excellent
69% flavour pleasant, true and meaty

Mothers said "Really could taste the pork"
"Very nourishing, tasty meal for baby"
"Real home-made taste"
"Pork was very good – Heinz is the best"

Heinz Silver Jubilee

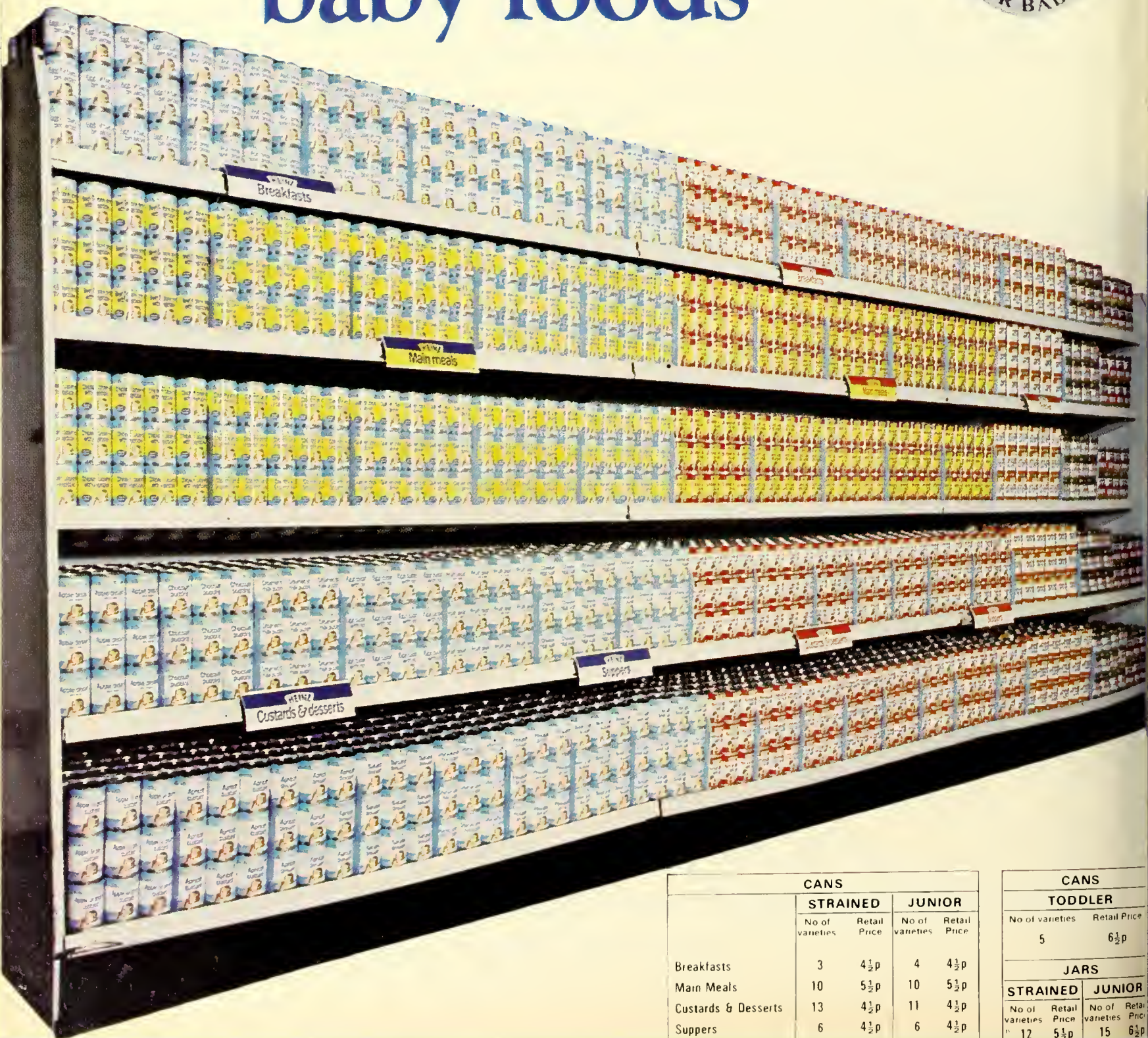
The Heinz **New** Main Meals



10 Strained Varieties, 10 Junior Varieties.
New attractive labels clearly separating Strained from Junior.
New appealing titles.

Heinz Silver Jubilee

The great new Heinz family of baby foods



	CANS			
	STRAINED		JUNIOR	
	No of varieties	Retail Price	No of varieties	Retail Price
Breakfasts	3	4½p	4	4½p
Main Meals	10	5½p	10	5½p
Custards & Desserts	13	4½p	11	4½p
Suppers	6	4½p	6	4½p

CANS			
TODDLER			
No of varieties		Retail Price	
5		6½p	
JARS			
STRAINED		JUNIOR	
No of varieties	Retail Price	No of varieties	Retail Price
12	5½p	15	6½p

Heinz Silver Jubilee



**The Great 25th
deserves a great
advertising campaign.
Here's £1 million pound's worth:**

Heinz dominate TV

We'll be back on the box in a big, big way. Because we know that's the most successful place to sell baby foods.

We'll be the only brand of baby food on television all year — nationally.

The Great Campaign will be using commercials that emotionally sell Main Meals to all mothers. And they'll see those commercials no less than 33 times!

and there's still more selling to come...

Heinz Silver Jubilee



The biggest ever magazine campaign for Heinz

Double Page Colour Spreads in Woman, Woman's Own, Woman's Realm, Woman's Weekly.

Double Page Colour Spreads in Mother, Mother & Baby, Maternity & Mothercraft, Baby Book, You and Your Baby, The Bounty Baby Book.

And even the specialist press will have Double Page Colour Spreads in:- Pulse, British Medical Journal, Nursing Mirror, Health Visitor, Midwife and Health Visitor, Midwives Chronicle & Nursing Notes, Mother & Child.



and there's
still more selling to come

Heinz Silver Jubilee

Heinz Great Promotions!



- * 1 million copies of the new "From Milk to Mixed Diet" booklet: many will be sent direct to doctors, nurses, midwives, etc.
- * Free copies of "From Milk to Mixed Diet" *plus* FREE samples to be given to every mother in hospital.
- * Powerful editorial coverage in all media.
- * The selling power of Heinz Baby Club with fantastic savings on baby's needs for all mothers who buy Main Meals.
- * Special introductory Trade Bonuses!
- * And eye-catching, selling point-of-sale material.



Heinz Silver Jubilee

New Heinz
Main Meals:
The most
profitable way of
selling prepared
baby foods.



Example: Take a typical one foot run of gondola space (12" long x 13" deep x 8" high).

Heinz Main Meals 5½p Competitor 4½p

Cost of merchandise per foot:	£2.73	£1.77
Sales per foot:	£3.63	£2.25
Profit per foot:	£0.90	£0.48
Calculated excluding any special bonus or discount terms.		Calculated with 5p dozen bonus.

**This means you make almost
twice as much money per foot of shelving
with Heinz Main Meals.**

Heinz Silver Jubilee



Heinz is the
brand leader with
over 75% of the market.

New Main Meals will
expand that market - so
stock now and profit with us.

A final word from Roy King, Head of Marketing and Sales:

"For years the trade has recognised the importance of a thriving Baby Food business. Mothers with young babies are big spenders, and they shop regularly and often. Stores that draw them are those who reap all the benefit of building loyal ties with younger families, which can last a long time.

For these reasons, Heinz have always emphasised the importance of good layouts of Baby Foods, and have provided constant assistance in achieving attractive, well-shopped departments.

Now we have a brand new story to tell, with exciting new products and labels. We think it can only help revitalise your Infant Food department, focus more attention on this vital category and — properly used — bring the young customer to your store even more."

An offer you can't refuse



Special bonus on the new Bath Size of Albion Milk and Sulphur

As an introductory offer on the new bath size of Albion Milk and Sulphur Skin Soap, Albion offer 14 Bath size for the price of 12.

It's an offer you can't refuse.

Thousands already use Albion Milk and Sulphur Skin Soap. Thousands more will be inspired to use it by a series of powerful, consumer advertisements in these magazines:-

Look Now
19

Jackie
Mirabelle
Valentine
Loving
Fabulous
Melanie
Woman's Own
Woman's Realm
New Musical Express
Popswop.

Special Bonus Offer on Bath Size

£1.15 per dozen (in 6-pack outers). Recommended retail selling price:- 15p incl. V.A.T. You get 14 Bath size for an order of 12. Offer closes on June 9th so order through your wholesaler - now.

Toilet Size

63p per dozen (in 12-pack outers). Recommended retail selling price:- 8½p incl. V.A.T.

The Albion Soap Company Ltd.,

Thames Street, Hampton, Middlesex. 01-979 0171

Comment

Difficult decisions

Rarely in pharmacy have we seen such a vehement reaction to a scheme as that shown by the NPU Group to the Sangers Points for Profit (see p 593).

That was inevitable in view of the fact that it seems there is only room for one chemists voluntary group, since over 100,000 grocers can only support two or three major groups—even though these groups could handle 100 per cent of the grocers' turnover whereas only a maximum 30 per cent of the total turnover is available in pharmacy for VTO trading.

Chemists have never been wooed so much for their business. Despite the loss of much traditional trade to other outlets, several major manufacturers are developing sales forces specially trained to help the chemist compete with grocers. They are offering special direct terms, and are anxious to become involved in the wholesaler schemes.

Wholesalers themselves are coming forward with extra discounts, co-operative promotions—and now a "symbol". All these are in addition to the voluntary group buying that has been carried out by independent chemists locally—with considerable success—for many years now. And in the wings, the NPU waits with its VTO proposals.

'Self-interest'

But do all the slick presentations by marketing experts, trade exhibitions and buffet suppers add up to a guarantee of jam on the chemist's bread for the foreseeable future? Certainly not, for the individual chemist cannot participate in all the schemes, and in accepting one, he must reject another.

The matter of which to choose therefore becomes critical, for a wrong choice now may mean no bread later. In coming to a decision, the chemist must bear in mind that everyone else in the conflict is acting in "enlightened self-interest".

Even the NPU cannot be looked to for totally unbiased guidance on this occasion—although it must offer advice that will be to the advantage of members, that advice will only be sound if the organisation's leadership has judged the market (and the mood of the membership) correctly.

The chemist must therefore satisfy his own "self-interest", and he must ask himself these basic questions:

- ☐ Do I want to be part of a retailer-controlled national trading group?
- ☐ Do I want to be part of a wholesaler-controlled group?
- ☐ If I remain completely independent, are the discounts currently being offered by manufacturers and wholesalers "without strings" enough to keep me competitive?

C&D has always maintained that the pharmacist has

a duty to the *patient* to ensure his own commercial survival. The choices to be made during the next year or so may well prove a key to that survival—they must not be made lightly, nor for short-term gain.

Social conscience

What can be done to make general practitioners take a more responsible attitude to the problem of excessive prescribing? That question was repeatedly asked during and after the Pharmaceutical Session of the Royal Society of Health Congress, Eastbourne (see p. 627).

As one pharmacist put it "the manufacturers are not interested, the doctors do not show any enthusiasm, yet the public must be protected and therefore pharmacists must continue to encourage a greater social awareness of the growing problem".

The reaction to the session was disappointing in many ways. The topic was apposite and sufficiently provocative to have encouraged interest. The weather, an important element during a week's congress at a seaside town, did not encourage those who might have been tempted to relax on the beach. The Congress Theatre where the session was held, was in the centre of the Congress activities, and yet there were only a few in the audience.

Summing up at the end of the session, Mr J. P. Kerr, president of the Pharmaceutical Society, who was in the chair, said that it should not be beyond the wit of man to devise some method of overcoming the problem of excessive prescribing, and pharmacists would continue to encourage progressive thinking on the problem.

It is not one that will be easy to solve for it involves a number of groups in the Health Service. The manufacturer inevitably wants to ensure that his plant capacity is fully utilised. The doctors face demanding patients and the knowledge that consulting time is extremely limited. Decisions must be made quickly. The public also have been encouraged to think there is a panacea for everything and that those panaceas can be prescribed on EC 10 forms.

The Department of Health and Social Services has tended to intervene in the matter of prescribing as a result of political rather than social forces. Those interventions have weakened any approach to the medical profession, for it is easy for that profession to claim its professional authority is being restricted when almost any aspect of prescribing is raised.

Unfortunately, there are misunderstandings concerning pharmacists' interests and it is not realised that excessive prescribing is in the long run to the detriment of the pharmaceutical service and not the profession's advantage. Somehow all groups concerned, the Department and the professions together with the industry, must get together and solve this problem.

Drugs misuse regulations: new controls outlined

The long anticipated new "misuse of drugs" legislation has now been published by the Home Office. It comprises three sets of Regulations and two Orders which together replace the Dangerous Drugs legislation of 1965 and 1967 and the Drugs Prevention of Misuse Act 1964.

The Statutory Instruments are:—

□ The Misuse of Drugs Act 1971 (Commencement No 2) Order 1973 (HM Stationery Office, price 2p) which brings the Misuse of Drugs Act 1971 fully into force on July 1, 1973.

□ The Misuse of Drugs Regulations 1973, (HM Stationery Office, price 16p) which define various types of control for drugs controlled under the Act.

□ The Misuse of Drugs (Safe Custody) Regulations 1973 (HM Stationery Office, price 8p) which lay down requirements for the safe custody of controlled drugs.

□ The Misuse of Drugs (Notification of and Supply to Addicts) Regulations 1973 (HM Stationery Office, price 5p) which consolidate and replace Regulations of 1968.

□ The Misuse of Drugs (Designation) Order 1973 (HM Stationery Office, price 3p) a purely technical order which has the effect of removing LSD, cannabis, and other hallucinogenic drugs from use under general authorities.

New stringent standards for the safe custody of controlled drugs are to be applied to manufacturers, wholesalers and retail pharmacists.

In order to give time to retailers to comply with the required standards of security the relevant Regulations will not come into force until October 1, 1974.

An important feature of the new Act is the power it gives to bring quickly under control any drug which constitutes a potential danger. Under the old legislation the UK could not act on a narcotic drug in advance of the United Nations Commission on Narcotic Drugs. The new Act enables the Government to take action without waiting for the United Nations Commission to act first.

The Act enables action to be taken against over-prescribing. The Home Secretary will be able, for the first time, to deal with doctors, dentists and veterinary surgeons who prescribe controlled drugs in an irresponsible manner.

To minimise the risk of prescriptions being forged by addicts the Regulations require the details of the prescription to be in the doctor's own handwriting. Repeat prescriptions for controlled drugs are prohibited.

Classification

Controlled drugs are classified in two ways in the Act and Regulations. First, in the Act they are placed in classes for the

purpose of the maximum penalties which may be applied for offences—this classification is on the basis of the drugs' potential harmfulness when misused. Second, in the Regulations they are placed in different groups for the purposes of the controls to be applied to their use for legitimate purposes—this classification is on the basis of several factors, in particular the extent of their use in medicine and the need to prevent them being misused.

The Home Office point out that for the purposes of control there are four classes of drugs which are subject to regimes of control of diminishing strictness. They are as follows:—

□ The hallucinogenic drugs (eg mescaline and LSD), and cannabis, which have virtually no therapeutic uses, are the most strictly controlled and will be available on licence only. Such licences will be available in the majority of cases only for research purposes. The licensee will be required to keep records of his use of the drugs and to keep them under lock and key, and he will be liable to inspection by the Home Office Drugs Inspectors. For the first time it will be possible to licence research into the effects of smoking cannabis.

Opiates

□ The opiates cocaine, pethidine (and most existing DD's) together with the major stimulants, eg the amphetamines, form the second group. They are subject to controls which are almost as stringent as those for the first group; general authorities are given to pharmacists, doctors, and veterinarians rather than to issue individual licences for them. However, manufacture on a commercial scale and wholesaling of the drugs will be under licence only. There are record keeping and safe custody requirements and the drugs are available only on prescription. Drotebanol has been placed in the class recently.

□ A small number of minor stimulant drugs, eg chlorphentermine and, recently, propiram, comprise the third class. These are not thought so likely to be misused as the drugs in the first two classes nor are they so harmful if misused. Commercial manufacture and wholesaling of these drugs will be controlled by registration with the Home Office; the same classes of person will be given general authority to use them professionally. Record keeping requirements are not imposed; otherwise, the same restrictions apply as for the second class.

□ The fourth class contains preparation of certain controlled drugs; that is controlled drugs combined with other substances in such small amounts or in such ways that they are not liable to produce dependence

or cause harm if misused eg codeine and pholcodine less than 100mg in oral dosage units and cocaine in preparation less than 0.1 per cent in such a way that it cannot be recovered readily, (similarly for morphine under 0.2 per cent). These are controlled only at the manufacturing and supply levels and are not subject to record keeping or safe custody requirements.

Four minor stimulants—fencamfamin, pemoline, phentermine and prolintane—have been removed from control.

Storage

The misuse of Drugs (Safe Custody) Regulations 1973 introduces a definition of a "retail dealer" as "a person lawfully conducting a retail pharmacy business, or a pharmacist engaged in supplying drugs to the public at a health centre within the meaning of the Medicines Act 1968".

The occupier and every person concerned in the management of premises occupied by a retail dealer for the purposes of his business, or any nursing home or mental nursing home or private hospital are required to ensure all controlled drugs are "so far as circumstances permit" kept in a locked safe, cabinet or room "which is so constructed and maintained as to prevent unauthorised access to the drugs."

Retail dealers need not comply with the "structural requirements relating to safes, cabinets and rooms for keeping drugs" as set out in Schedule 2 of the Regulations if they obtain from the local chief officer of police a certificate stating that the safes, cabinet or room, in which the controlled drugs are to be kept, provide an adequate degree of security. The chief officer of police may cancel a previously granted certificate if there has been a breach of any condition specified in the certificate or changed circumstances.

The standard requirements set out in Schedule 2 demand safes or cabinets to be of pressed and welded sheet steel, fitted with effective locks, having at least 5 differing levers . . . and rigidly and securely fixed to a wall or floor "by means of at least 2 rag bolts each passing through an internal anchor plate of mild steel of at least 3mm thickness . . . and a surface area of at least 19355 sq mm . . ."

There are specifications for walls, floors, doors, doorways, windows and protective grilles. These Regulations are effective from October 1, 1974.

Supply to addicts

The misuse of Drugs (notification of and Supply to Addicts) Regulations, effective July 1, consolidate with amendments the provisions of the Dangerous Drugs (Notification of Addicts) Regulations 1968 and the Dangerous Drugs (Supply to Addicts) Regulations 1968, made under earlier enactments.

The Regulations require doctors to send to the Chief Medical Officer at the Home Office particulars of persons whom they consider or suspect to be addicted to certain controlled drugs, which are specified in the Schedule to the Regulations. The Regulations also prohibit doctors from supplying or prescribing cocaine or diamorphine for such persons except under licence of the Secretary of State or in certain cases for medical treatment.

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Roche's profits were not typical — Pfizer director

The high levels of return on investment alleged to have been made by Roche in making and selling Librium and Valium (*C&D*, April 21, p 507), were calculated by the Monopolies Commission "in a surprisingly crude way" and the result was "much out of line" with the average return on investment for the pharmaceutical industry as a whole. This was stated by Mr R. D. Douglas, director and legal adviser, Pfizer Ltd at a conference in London last week called by the Chemicals Economic Development Committee to discuss the findings of the NEDO report "Innovative activity in the pharmaceutical industry" (*C&D*, April 14, p 469).

Mr Douglas quoted Department of Health's own figures derived from annual returns of more than 80 pharmaceutical companies which showed that in 1970 the average return on investment in their businesses in the UK was a "modest 18 per cent".

History, he said, also showed the enjoyment of high profits by an individual innovating company was very much a temporary condition because success in pharmaceutical research was so elusive and unpredictable that no company had yet been able to develop a steady flow of "winners." Ten years ago Pfizer were No 1 in the league of pharmaceutical producers, now they were fifteenth.

Strong patents

Over the past ten years, he said, a number of developments had emerged which profoundly affected the operations of the research-based innovators in the industry, and that, because of the coincidence of these developments, it has never before been more vital for the continued commercial viability and success of those innovators that there should be a strong patent system, and that urgent action should be taken to eliminate the weaknesses in the existing system.

Mr Douglas' contribution to the conference was concerned with the commercial implications of patents for the pharmaceutical industry.

The lead time between the initial screening of a new medicinal compound and its introduction on to the market, he claimed, was getting longer. The NEDO report under discussion referred to a special study which showed that "since 1961, the total market potential for a new product has been taking 6 to 7 years to be realised in the UK, whereas prior to 1961 the maximum sales were usually achieved within 2 or 3 years.

Pharmaceutical research and development was also becoming more and more costly year by year.

"The research-based innovator now

finds himself faced with the problem that he has a shorter time in which to recoup a higher level of research expenditure."

Added to this, Mr Douglas said, a new breed of pharmaceutical company had appeared on the scene, which "deliberately and openly pursues a policy of conducting little or no research, and of marketing at cut prices prescription medicines developed and patented by others.

National Health Service doctors are being constantly pressed by the Department of Health to be cost-conscious in their prescribing. The Department apply this pressure by sending to doctors crudely-coloured bar charts illustrating the comparative costs of medicines, and by using regional medical officers to contact doctors and persuade them to prescribe cheaply. The annual number of these visits has risen from 837 in 1964, to 4271 in 1971."

The commercial viability and success of the research-based innovators in the industry are being impaired by three serious weaknesses in the British patent system. These are:—

- the patent life, which at present is 16 years from the date of filing of the complete specification, is too short;

- the special compulsory licence provisions contained in Section 41 of the Patents Act make it far too easy to obtain a compulsory licence under a patent covering a medicine.

- under the present structure and procedure of the High Court, it is too easy for an infringer to postpone the hearing of a patent infringement action by employing delaying tactics.

The Banks Committee made a large number of recommendations for reforms in the British patent system, and amongst these recommendations were several whose implementation would cure, or at least go a long way towards curing.

Although they know what needs to be done, the Government are not doing it quickly enough. "In particular, they have been guilty of unconscionable delay in implementing the recommendations of the Banks Committee," claimed Mr Douglas.

News—and common sense

In his paper on the concern over drugs safety and its implications for the industry's innovation and growth Dr D. G. Davey, director of research, ICI pharmaceutical division, said "I fear that because the personal tragedy which may be involved in the toxicity of a drug can be treated to make sensational news the sensationalism may erode common sense.

I also fear that bureaucracy—and our system is becoming bureaucratic—tends to submerge common sense."

In the UK at the present time, he

claimed, it took longer to get permission to go on clinical trial than in any other country in the world. "I am not at all clear why this should be so. The delay does not necessarily arise from technical argument or discussion. Are too few people dealing with too much paper and is all the paper necessary? Evidence for efficacy and evidence for safety are clearly essential requirements, but why be concerned with the synthetic process for a drug and require detailed specifications for the intermediates used if the final product meets an acceptable standard of purity?"

Unnecessary delay was of serious consequence not simply because it eroded the patent life of a drug, which was already short, but because it could be most frustrating for research. He thought that between one and two years of development of a new drug were occupied in dealing with the Medicines Licensing Authority. Some time was bound to be lost, but "clearly every effort should be made to reduce this time to a minimum compatible with reasonably safe working."

Not unreasonable

During the discussion not all agreed that the time taken was unreasonable. Perhaps in those cases where delay occurred it was due to the forms not being completed correctly. Some of the data required when application for clinical trial was sought however, was thought inappropriate at that stage.

Mr G. Teeling Smith, director, Centre for the Study of Industrial Innovation, in his paper on the cost effectiveness in research and development, compared the CSII results, published in the NEDO report, with those of a similar study by two workers on the staff of Boehringer-Ingelheim.

As the table overleaf shows, their figures for the UK and US correspond closely with those in the CSII study, especially bearing in mind the shorter period covered by their study. The figures for Benelux and Switzerland also correspond well.

For France, Germany and Japan, however, there are wild discrepancies between the results of the two studies and the figures for Italy do not correspond very closely either. The most likely explanation was that most of the "missing" continental compounds in the CSII study failed to achieve sufficient sales, the speaker suggested. "Certainly, none of these compounds were ever marketed in either the UK or the US."

The CSII latest study by Alan Angilley investigated a sample of twenty companies for which there were not only firm data for innovative output but also reliable estimates for research expenditure. "It would have been desirable to have used

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NEDC conference

Continued from p623

sistently spent 10 per cent of their gross world-wide turnover for that purpose. In reply to questions on the British end of their activities Dr Shedden said that the proximity to London of their Windlesham laboratories had been of great benefit. Would it not have been equally beneficial to have been located in the North or the Midlands? No said Shedden, an answer which the chairman of the conference, Professor W. J. H. Butterfield, vice-chancellor of Nottingham University, found hard to accept.

Number of new pharmaceutical chemical entities by country of discovery

Country	CSII study 1958-1970	Boehringer study 1961-1970
US	204	183.5
Switzerland	54	57.5
UK	51	43
Germany	35	107.5
France	23	170
Benelux	20	21
Italy	17	36.5
Denmark	9	*
Mexico	8	*
Austria	5	*
Japan	4	67

*Not separately detailed

expenditure figures for a run of years, lagged to take account of new product 'lead-time' in the same way as was done in the main CSII study itself. This was not possible, however, and it was necessary to take a single year's expenditure as a proxy and to rely on the general tendency for the pattern of firms' R and D expenditure relative to each other to remain fairly stable.

The analysis lent no support to the argument that there are diseconomies of scale with very large research budgets. In a sense the analysis yielded a neutral answer to the argument whether "bigger is better" in pharmaceutical R and D. One certainly cannot reach any firm conclusion from two observations, and a much larger study covering more firms would be needed to contradict or confirm the present "neutral" conclusion that the productivity of pharmaceutical R and D, above a minimum threshold, appears independent of the size of the budget.

'Diseconomies' of large scale

The Monopolies Commission, in considering the Beecham, Boots, Glaxo merger proposals, accepted previous economists' evidence that there were diseconomies of scale in very large R and D programmes. Angilly's analysis has contradicted this evidence with what CSII believe to be a much more valid measure of innovative output than those used previously. The new evidence, said Mr Teeling Smith, "does not on its own provide conclusive evidence to contradict the 'conventional wisdom' that there are diseconomies of scale for R and D in very large-sized pharmaceutical companies. However, at least it suggests that this "conventional wisdom should be put into cold storage until further soundly-based studies can throw further light on the whole subject".

Dr W. I. H. Shedden, director of medicine and development (Europe) Lilly Research Centre, outlined his company's policy towards the global deployment of R and D.

Over the years, he said, they had con-

Letters

Symbol groups

As chemists we are accustomed to the slick sharp promotional practices of manufacturers who have little appreciation of the pharmacists' problems and objectives, but we do not expect it from wholesalers. It now looks as if Sangers—probably influenced by their V.G. grocery group interests—are attempting to adopt the same gimmickry and I wonder how many of my colleagues present at their presentation on Wednesday last, were "motivated" by the "Sangers' spectacular" and signed up without realising they were the victims of the divide and conquer technique.

As pharmacists we are united on a national basis by the NPU (who do not get my blind loyalty) but I recognised that their VTO proposals outlined at the London meeting for a national and retail chemist controlled symbol group, were in the best long term interests of retail chemists. It is no wonder that the retail chemists at the Sangers' presentation were not given an opportunity to ask questions. However, I can have the last word when they telephone for future business.

I send this warning to any retail chemists attending any future Sangers' meetings—don't let the carefully chosen words "free" gift scheme etc, conceal the fact that the prime beneficiary is Sangers. If they want support for a symbol group why don't they say so, and point out the dangers of supporting a wholesale controlled symbol. I wonder how many "V.G." retail grocers know that Carrefour hypermarkets are controlled by some "V.G." wholesalers.

J. Carson
Wembley, Middx.

No discrimination

In your issue of April 21 you printed a letter from Mr D. Ross, a pharmacist in Bourne, which unfortunately distorts the facts and gives a wrong picture of the business relationship between Elizabeth Arden and Boots.

It has always been a company policy of Elizabeth Arden to have a limited distribution—partly because of the high price level of our products—and each application for the Elizabeth Arden agency is always treated according to its merits and there is no discrimination at all against private chemists.

We have never received an application for the agency from Boots in Bourne and in December 1972, when our area manager visited Bourne, Mr Ross told her that should his application be successful, he would like the agency to take effect only after the introduction of VAT on April 1.

Mr Ross now recognises that he got his facts wrong and in the meantime has apologised to us for the inconvenience caused. He will shortly become the only Elizabeth Arden agent in Bourne, Lincolnshire!

H. P. von Tobel
General manager
Elizabeth Arden Ltd

An apology from Mr Ross was published last week—Editor.

The blame for errors

I am angry and disgusted to read that a fellow pharmacist was "fined" £50 for what must have been an understandable error in dispensing.

Time was when any undecipherable prescription must be one of some 200 items in the Pharmacopoeia. But things are very different today with some 4,000 items to choose from, many of them with similar names. Nevertheless we are still at the mercy of any careless scribbler whose MRCP is still wet.

Naturally, we all know that GPs are treated as little tin gods who can do no wrong, but I think it is high time they were called upon to share some of the responsibility in instances of this kind.

Of course, if we had a strong, properly organised trade union, something would already have been done in this direction. As it is, not so much as a cheep or twitter of support for a member in trouble ever emanates from Bloomsbury Square.

N. Buckley
London SW11

Films

Four in a Crowd. British Diabetic Association. Distributors: Random Film Library Ltd, 25 The Burroughs, London NW4. 16mm. Colour. Sound. Running time 28 minutes.

The plot revolves around four persons each of whom characterises various aspects of diabetes and the problems which may arise. The mechanism of the effect of insulin is demonstrated by a series of animated diagrams and there is a review of research since its discovery. Some of the aims and work of the BDA are also shown. The film is designed for the general public.

Westminster report

Tranquillisers: 'secrecy cannot be accepted'

If anything stands out here it is that this kind of secrecy by international companies must be disastrous and cannot be accepted." That was stated by Mr Peter Emery, Under Secretary for Trade and Industry, when the Commons was asked to approve the Regulation of Prices (Tranquillising Drugs) Order, following the Monopolies Commission report on the supply of chlordiazapoxide and diazepam by the Roche Group.

Mr Emery said the case must raise in the public mind the question "Are there any more like Roche taking advantage of the NHS?" The answer was that prices were negotiated through the voluntary price regulation scheme and most manufacturers co-operated freely, though some had to be directed to supply information. Nevertheless, in all cases but this one we have been able to obtain information which has enabled us to agree price levels which are considered reasonable".

Dr Shirley Summerskill welcomed the Order on behalf of the Opposition and questioned possible implementation by the Government of the Sainsbury Committee's recommendations concerning standard cost returns, brand names and extension of section 46 of the Patents Act to include general medical and pharmaceutical services.

Dr Tom Stuttford argued that to say profits were excessive was difficult, especially when it was not known what a company was doing with its profits. "No doubt it's Roche's fault for not telling us. We should not make that assumption until we know how the money is spent."

Mr Laurie Pavitt said he had discussed the matter with a former ABPI official who "reckoned that for at least 10 years over the whole range of tranquillisers, not just Valium and Librium, we had been paying far more than necessary". He hoped this would be the first of many similar Orders dealing also with antibiotics and other drugs for which too much was being paid.

Mr Eric Ogden doubted whether Roche was "any more popular" within the British pharmaceutical industry than in the Department. "But the lessons will certainly be learned". Mr Christopher Tugendhat felt sure that the Government would change its attitude if Roche produced figures. "But Roche must realise that until it brings the figures forward, until it feels it can take governments, countries and customers more into its confidence, and approach the standards of other international companies, grave suspicion will continue about its methods here and abroad, where its prices, by all accounts, are even higher than in Britain."

In winding up Mr Emery referred to the difficulty of deciding the fair proportion of profits under different circumstances and with different research programmes. "How

long is a piece of string? For me to try to specify any deliberate term would show a complete misunderstanding of the problem." The Order was approved.

Sale of hazardous products

Mr Jerry Wiggin asked the Secretary for the Home Department if he will introduce legislation on the line of the Canadian Hazardous Products Act and similar United States legislation, which enables prohibition of the sale and advertising of hazardous products.

Mr David Lane, Home Office Under Secretary, replied that he would prefer to await the outcome of the present discussions within the EEC on a draft directive dealing comprehensively with the labelling of household products. He said the government had consulted the Canadian government about the way in which their Act was working in practice, and would take advantage of their experience.

Mrs Sally Oppenheim recalled the Hazardous Products (Uniform Labelling) Bill which she introduced in the last Parliamentary session and said this should be reintroduced as a matter of urgency if the relevant EEC directive was unduly delayed. "As soon as he is appointed, the Director General of Fair Trading should be asked to co-ordinate all matters of health and safety about consumer products."

Mr Eric Heffer asked why it was necessary to wait for the working group of the EEC. "Have we reached the stage where we cannot take decisions on our own on important matters of this kind?"

Mr Lane replied: "We are naturally playing our full part in the working party within the EEC, but we are not neglecting the situation in this country. We continue to produce regulations under the Consumer Protection Act 1961 over a wide range of matters. If it is necessary to do something urgent under that Act, of course we shall." He assured Mrs Oppenheim that the EEC directive would not be long delayed.

VAT on containers

Mr J. Barnett asked the Chancellor of the Exchequer if he would make a statement

on the position of VAT on containers for which a deposit is charged, that is repayable on return of the container.

Mr Terence Higgins, Financial Secretary, replied "Where the trade practice is that containers separately charged for are normally returned and credited in full, the supplier need not account for tax when a container is sent out, but must do so if it is not returned. Further information is given in paragraph 42 of Customs and Excise notice No 700, the VAT General Guide".

Bid for free prescriptions for women aged 60

Fifty MPs have signed a Parliamentary motion calling for free prescriptions for women when aged 60. The motion states "That this House is of the opinion that women who have reached their retirement age of 60 years should be exempt from NHS prescription charges; and urges Her Majesty's Government to grant them this concession."

Vaginal sprays as medicines?

When asked by Mrs Joyce Butler to consult the Secretary for Social Services with a view to removing vaginal sprays from the category of toilet preparations and reclassifying them as proprietary medicines under the Medicines Act, Mr Lane replied. "As I have no evidence that any such products on sale in this country are dangerous, I propose to await the publication of the expected EEC directive on cosmetics and toilet preparations. This will contain requirements relating to both composition and labelling."

Animal experiments motion

A Parliamentary motion calling for alternatives to experiments on animals has been signed by 123 MP's. It urges the government to set up a research institute under the auspices of the Medical Research Council or some other authority to inquire into the alternatives and urges an amendment of the Cruelty to Animals Act 1876 to ensure that where alternatives are available they will be used.

Showrax Ltd have opened a new showroom at their head office at Tower Works, Northfleet, Kent. The showroom, which is part of 30,000 sq ft of new production and office facilities to be built this year, measures 50 x 25ft.

Callers at Northfleet will be able to see the complete range of the Eureka modular shelving system. As many as possible of the numerous colour combinations are demonstrated including the new woodgrain finishes. Also on show is the Karusell rotary display unit which provides 34.25 sq ft of display space inside a 39 in diameter circle of floor area.





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Social consequences of excessive prescribing

There was a disappointing audience at the pharmaceutical session of the Royal Society of Health Congress, Eastbourne, on May 3, on the subject was "Excessive prescribing and its social consequences".

The first paper was presented by Mrs E Hughes, locum general practice pharmacist, Croydon, Surrey. She began by giving details of the successful unwanted medicines collections and stated that the classification of returned medicines that had taken place in Croydon and Nottingham revealed around 80 per cent to have been prescribed and most of the remainder purchased without prescription. It was found that 38 per cent of the drugs returned were within the classification of "drugs acting on the central nervous system". The local pharmacist was in a unique position to see the prescribing habits of doctors that inevitably left surplus drugs in the hands of patients. There was over-zealous prescribing, a lack of instructions to patients, prescribing in round figures, a failure to adjust numbers to correspond to dose regimes. Tablets were still prescribed in some areas in very large numbers, such as Soneryl tablets, 500—take at night.

Repeat prescribing saved time, the hard-pressed doctor having insufficient opportunity to ascertain the true needs of his patient. It was not unusual to hear patients say "I don't know what he wanted to give me these for, I have got plenty left". Drugs might be supplied unnecessarily because prescriptions had been incorrectly copied by doctors' receptionists. Regrettably the number of prescriptions being issued which had been written by the receptionist is increasing. "Pity the poor pharmacist, errors and inaccuracies abound." An extreme case was the receptionist left with a pad of signed EC 10 forms while her employer took a holiday in Canada! New regulations should prevent this happening in the future.

Potency not appreciated

Dealing with the social consequences Mrs Hughes referred to accidental poisoning in the home and the fact that the general public, especially the elderly, did not appreciate the potency of modern drugs. Unwanted medicines returned in the York campaign in 1972 were estimated to be worth about £25,000 and in the recent collection £17,000. The unused medicines campaigns were launched primarily in the interests of home safety because pharmacists realised that many of the prescriptions handed out were never used.

The next paper was "Drug prescribing—the concern of all" by Dr Peter A. Parish, general practitioner in Swansea, and a research fellow, University College, Swansea. He pointed out that the general practitioner had only a few minutes with

each patient in which to make a treatment decision. If he had a minimum of 15 minutes per patient the NHS system would break down.

During those few minutes the doctor had to make a decision that could vary from the issuing of a prescription costing £0.90 to referring the patient to an out-patient department at a cost between £8 and £16. It was therefore important to remember a large proportion of NHS resources were mobilised as the result of decisions made under such pressures.

The cost of the pharmaceutical services was a relatively small fraction of the expenditure involved in the cost of caring and should be considered in perspective. The criteria that could be applied to any treatment was that prescribing should be responsible and rational. If the term "effective" applied to drug prescribing was considered then scientifically there should be research results of treatment examined by well-controlled trials at different centres. Yet only a few frequently prescribed drugs had been tested by such methods.

Drug wastage

Arguments about therapeutic equivalents assumed that doctors prescribed and patients took drugs correctly. This was not so. Such arguments neglected the high amount of drug wastage. It should be accepted that drug prescribing and drug use were social acts with social consequences and they were the concern of all. The view from hospital pharmacy was given by Dr W. R. L. Brown, St Bartholomew's Hospital, London, who said that definitions of excessive prescribing could be subject to differences in pharmacological and therapeutic opinion.

The social consequences of excessive prescribing could vary in their severity. "Apart from the direct and obvious hazards of medication at above the optimal level there is a danger of producing a society which is medicine dependent. The patient who consults a doctor and in the end comes away without a bottle often feels cheated and even untreated."

If the background to the process by which prescribed medicines came into the hands of the patient was examined, it almost appeared that the National Health Service not only facilitated the acquisition of medicines by the patient, but indeed encouraged it. The prescriber was paid *per capita*. "We are told that the average general practitioner must see so many patients that he can spend only a few minutes on each consultation and the quickest way of dealing with a patient is to prescribe some medicine." The pharmacist was paid on the number of prescriptions dispensed and he must have very strong reasons before he could refuse to dispense a prescription or query the wisdom of a

prescription presented to him. If the consequences of excessive prescribing are to be overcome this sequence must be broken.

Accepting that excessive prescribing had social consequences, one was left with the question of what to do about it. Dr Brown said he was convinced that one of the answers to the problem of reducing excessive prescribing and its social consequences was in a more intimate participation of the pharmacist in the chain of communication between the prescriber and the patient.

Post Scripts

A double?

Guests at the UniChem executive staff lunch on Friday were well aware of Mr Peter Dodd's (managing director) reputation of producing the unexpected to keep his staff on their toes, but were more than a little puzzled by the BBC vehicles at the entrance to the hotel. However, the explanation was immediately forthcoming when inside the hotel a voice from a loudspeaker said that a Mr Stokoe was required on the telephone. Members of the Sunderland football team and their entourage were staying there prior to the Cup Final at Wembley. It was soon evident that there was an abundance of quiet confidence in the hotel; Sunderland were sure they were going to achieve what they did and UniChem having had a very successful year were also looking forward to further progress and, like Sunderland, were planning for it.

In accordance with his reputation Peter Dodd had unusually invited two of UniChem's customers along to the meeting and gave them the opportunity of telling the executives exactly what customers required from their wholesalers. Undoubtedly, the BBC missed an unusual story by concentrating on the obvious.

Coming events

Sunday, May 13

Northwestern Region, Pharmaceutical Society, Medical centre, Sharoe Green hospital, Fulwood, Preston, at 2.45 pm. General meeting.

Monday, May 14

Leicester Branch, Pharmaceutical Society, Postgraduate centre, Leicester Royal Infirmary, at 8 pm. Mr Smith of Richardsons on "Surgical appliances".

Tuesday, May 15

West Kent Branch, Pharmaceutical Society, Wellcome Research Laboratories, Langley Court, Beckenham, at 8 pm. Mr I. S. Benjamin on "The growth of Savory and Moore during 19th century". Also annual meeting.

Wednesday, May 16

Yorkshire Branch, Guild of Hospital Pharmacists, Cesars Restaurant, Wakefield, at 7.30 pm. Dr R. D. Foord on "Cephalosporins".

Thursday, May 17

Hastings Branch, National Pharmaceutical Union, Postgraduate medical centre, Holmesdale Gardens, Hastings, at 8 pm. Annual meeting.

Market News

TURMERIC DEARER

London May 9: The various markets have continued in a quiet tone during the past few days with most price movements being of a marginal character. Among essential oils, eucalyptus was firmer. Little activity was reported among crude drugs where buyers "were looking at prices but doing much business." Demand from other international markets, with the possibility of a short crop, caused a rise of £45 ton for turmeric.

Pharmaceutical chemicals

Ammonium bicarbonate: £55 metric ton delivered; carbonate lump and powder £88.20.

Aspirin: 10-metric ton lots £577.50 ton; 5-ton £583; 1-ton £592.50.

Bismuth salts: £ per kg.

	12½-kg	50-kg	250-kg
carbonate	5.38	5.20	5.15
salicylate	4.53	4.30	—
subgallate	4.83	4.60	—
subnitrate	4.87	4.65	4.60

Bromides: Crystals (£ per kg).

	12½-kg	50-kg	250-kg
Ammonium	0.52	0.43	0.40½
Potassium	0.47	0.38½	0.36
Sodium	0.46	0.38	0.35½

*Powder plus £0.02.

Caffeine: (50-kg) Anhydrous and hydrate £1.78 kg.
Calamine: BP is £297 metric ton for 250-kg lots.
Chloral hydrate: 50-kg lots £0.75 kg.
Dimidium bromide: 5-g lots £3.20 g.
Emetine: 5-kg lots hydrochloride £285 kg; bismuth iodide £200.
Fentichlor: 50-kg lots £1.73 kg.
Ferrous fumarate: £0.50 kg for 50-kg lots.
Ferrous gluconate: £628 metric ton in 50-kg lots.
Ferrous phosphate: In kegs £0.46 kg.
Hydrocortisone: Acetate or alcohol £0.25 g.
Hydrogen peroxide: 35 per cent, £149 metric ton.
Hydroxocobalamin: £3 per g.
Hyoscine hydrobromide: £314.14 kg.
Hyoscyamine sulphate: (100-g lots) £59 kg.
Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	1.14	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Narcotine: Alkaloid and hydrochloride in 25-kg lots £15 kg.

Neomycin sulphate: BP 5-g £27.50 g.

Opiates: (per kg) subject to DDA Regulations.

	1 kg and over	Under 1 kg
Codeine	£	£
alkaloid	183.00	191.00
hydrochloride	156.00	164.00
phosphate	140.00	146.00
sulphate	156.00	164.00
Diamorphine		
alkaloid	212.00	223.00
hydrochloride	194.00	203.00
Ethylmorphine		
hydrochloride	179.00	186.00
Morphine		
acetate	164.00	171.00
alkaloid	202.00	211.00
hydrochloride	165.00	172.00
sulphate	165.00	172.00
tartrate	198.00	207.00

Paracetamol: 1-metric ton lots £1.17 kg; 5-ton £1.14 kg. For direct compression £1.27 and £1.24 kg respectively.

Parachloro-meta-xyleneol: 50-kg lots BPC £0.94 kg.

Penicillin: Potassium, sodium or procaine, sterile

£9 per 1,000 Mu for 5-25,000 Mu lots.

Pentobarbitone: 50-kg lots £4.85 kg for acid and £5.15 for sodium.

Phenitone: 25-kg lots £4.24 kg.

Phenobarbitone: 50-kg lots £2.20 per kg; sodium £2.40.

Pholcodine: 1-kg £198.36; 7-kg £189.20 kg; 60-kg Phthalylsulphathiazole: 50-kg lots £1.60.

Stillboestrol: BP in 25-kilo lots £33 kg.

Strychnine: (kg) alkaloid £12.25; sulphate and hydrochloride £10.50.

Streptomycin: £11 kg base; dihydrostreptomycin £11.50 kg base.

Succinylsulphathiazole: 50-kg lots £2.40 kg.

Sulphacetamide: Sodium BP £2.98 kg.

Sulphadiazine: 50-kg lots £2.79 kg.

Sulphadimidine: 250-kg lots £2.95 kg; sodium £3.05.

Sulphaguanidine: BPC in 250-kg lots £2.13 kg.

Sulphamerazine: BP 50-kg lots £3.12½ per kg.

Sulphamethizole: BP 50-kg lots £3.65 per kg.

Sulphanilamide: 50-kg lots £1.40 kg.

Sulphaquinoxaline: Sodium, BVet C in 50-kg lot.

Sulphathiazole: 50-kg £1.83 kg.

L-Thyroxine: £1.75 per kg.

L-Trilodthyronine sodium: £2.50 per g.

Thymol: In 1-ton lots £2 per kg.

Crude drugs

Cinnamon quills: four O's £0.25 lb; quillings £0.19 lb, cif.

Ginger: (ton) Cochín, May-June £322.50, cif.

Nigerian split £415, cif; peeled £515, cif.

Seeds: (ton) Anise: China star £175 duty paid; shipment £135 cif. **Caraway:** Dutch £2,120 metric ton, cif. **Cefery:** Indian £320, shipment £250, cif. **Coriander:** Moroccan £105 £90, cif. **Cumin:** Indian, £320, cif. Chinese £300 metric ton, cif. **Dill:** Indian, for shipment £185, cif. **Fenugreek:** Moroccan £116, cif. **Mustard:** £60-£180 spot.

Turmeric: Madras ginger £315 ton, cif.

Essential oils

Eucalyptus: South African £1 kg cif; Chinese natural 80/85 £1.18 kg, cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax.

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Applications giving full particulars including qualifications and names of two referees to the Group Secretary, West Dorset Group H.M.C., Damers Road, Dorchester, immediately

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For further information please telephone the Head Pharmacist, H.M. Prison, Parkhurst (Isle of Wight 3855).

Closing date: 1 June 1973.

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Applications in writing to Dr. W. R. L. Brown, Chief Pharmacist, St. Bartholomew's Hospital, West Smithfield, London E.C.1. (Tel: 606-7777).

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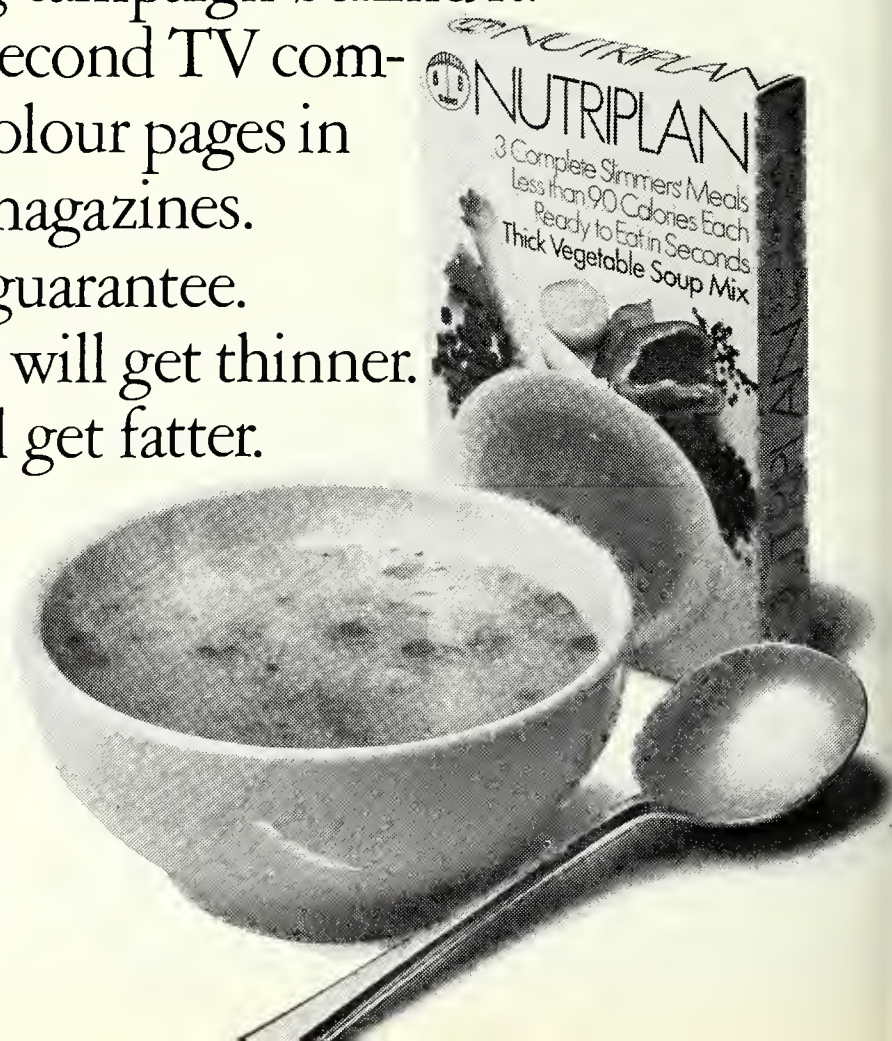
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Hair Cosmetics

PolyGlow – the one-step way to gently colour, condition and shampoo the hair. Recommended price 19p

PolySet – the big-value, long-lasting set. Recommended prices 9½p, 17p and 22½p



HAIR CARE

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Editor: A. Wright

The nature of hair

by J. B. Wilkinson, MA, BSc, FRIC*

Hair, although nowadays primarily decorative, also forms an important protection of the delicate parts of the body, guarding the scalp and eyes, and filtering the air in the nose and ears. Equally, body hair helps evaporation of perspiration and is a tactile sense organ, eg touching lashes evokes a lid reflex.

Hair changes at puberty and can be classified into three types:

1 hair apparently uninfluenced by sex hormones and common to both sexes—the eyebrows, eyelashes and the vellus (the fine velvety body hair);

2 coarse growth hairs stimulated at puberty in both sexes—the pubic and axillary hairs;

3 hairs which are secondary sex characteristics—the male beard and chest hairs.

Morphology

Each hair consists essentially of two parts, the shaft (exposed) and the root (buried).

The shaft consists of an external layer of overlapping horny cells, ie the cuticle, surrounding the cortex, a mass of spindle-shaped epithelial cells containing pigment. The centre of the cortex is traversed by a column of cells (the medulla) in the form of a central canal (figure 1). Lanugo, ie downy hair, has no medulla.

At its lower end, the root contains a bulb that rests upon the papilla through which blood vessels supply the hair with nourishment. Each hair is contained

below the skin surface in an invagination of the skin termed a follicle. The follicle is continuous with the hair and can be seen at the end of a plucked hair. The papilla at the bottom of the follicle consists of connective tissue from which the new hair develops (figure 2).

The follicle is set at an angle in the skin, and attached between the under side of each sloping hair follicle and the under-side of the epidermis is a small muscle, the *arrector pili*; it is this muscle which causes the hair "to stand on end" when contracted by fear, etc.

The sebaceous glands are lobular structures situated in the dermis and are connected with hair follicles, except in the glans penis, prepuce, labia minora and the red border of the lips. They secrete the fatty substance sebum which the hair absorbs by capillary attraction and which serves to give a lustre and pliability, and to keep the skin surface soft and supple. The condition of the endocrine glands exerts a great influence on the secretion. At puberty they become very active but their activity usually decreases after middle age.

Growth

Each individual hair goes through a steady cycle of events—growth, fall and replacement. The pattern throughout life depends on the calibre of the hair produced by each follicle and is linked with the process of somatic growth, sexual maturation and ageing.

At the end of its life span, the bulb of the hair loosens and separates from the papilla, rises in the follicle and slowly moves to the surface, where it is shed. The new hair is formed by the process of mitosis (cell division) from the growing point at the root of the hair.

It has been estimated that a healthy adult head of hair contains an average of about 120,000 hairs and the population

density of normal adult scalp hair varies from 175-300 hairs per cm². No correlation has been found between hair thickness and population density, although blonde hair (finer) appears to have a somewhat higher population density than black hair (thicker). In both sexes the population density and the percentage of thicker hairs decreases with age.

The average rate of hair growth is 0.1-0.4 mm per day, the highest rates occurring on the scalp and the chin. Variations in temperature have no apparent effect on hair growth, although it is claimed that the beard grows faster in summer. The growth of scalp hair is fastest between the ages of 12 and 30 and declines sharply between 50 and 60.

All experimental investigators agree that hair cutting has no effect on the rate of growth, but for a few hours after shaving the rate is higher than just before, and then it falls off again.

Prolonged irritation produced faster rates of hair growth and longer growth cycles. Similar effects have been reported from ultra violet light, hot baths and in the regions round burns or scars.

Growth of hair depends on the production of cells by mitosis at the sides of the papilla. These cells are funnelled up through the constricted follicle, and during this stage the inner cells, which will form the cortex, are squeezed into an elongated spindle shape. The cuticle cells are flattened out against adjacent cylindrical cells in the inner root sheath and become scales surrounding the cortex.

Just above the region where the follicle ceases to narrow, the cells are keratinised and become hard and horny, so that they now retain their flattened shapes for the rest of the life of the hair.

The beginning of such a growth is called anagen, and this period of active growth

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Mr Wilkinson is the head of the Isleworth laboratory of Unilever Research, where basic research on hair and hair products is carried out for Elida Gibbs.

This article is an abstracted version of chapter 24 (The Hair) of *Harry's Cosmetology*, revised J. B. Wilkinson, and published by Leonard Hill Books, London, price £13.50.

Continued from page 3

may last between eighteen months and several years. Anagen controls the maximum length, and variations in the period of anagen account for differences in the ability to grow long hair; hair rarely grows longer than 36 inches.

The next stage is catagen and is characterised by cessation of growth and the formation of a mass of undifferentiated epithelial cells by the papilla, which become a brush-like mass when keratinised, referred to as a "club".

The final stage is telogen, in which no further growth occurs, and the follicle begins to shrink upwards, the lower half assuming a wrinkled, atrophied look, as it comes upwards out of its vascular net of surrounding blood vessels. The hair moves up the follicle, finally coming to rest about level with the point of junction with the arrector pili muscle, where it is held in place by its brush-like club.

After a resting stage the follicle begins

☐ The condition is of psychogenic origin; there is strong evidence in favour of this reason, for alopecia cases have been observed in clinical conditions of "worry", "anxiety", "fear", "fatigue" and "emotional strain".

☐ Micro-organisms are involved; it has been pointed out that those cases which begin as small coin-shaped areas of baldness spreading peripherally resemble parasitic action.

☐ A toxic substance is responsible.

Endocrine effects

In view of the importance of hormones in skin it might be expected that a similar effect would be demonstrated for hair. The following glands and associated hormones are probably concerned with hair growth: the ovaries (giving oestrogens, progesterone and small amounts of androgens), the testes (testosterone), the adrenal cortex, the pituitary and the thyroid.

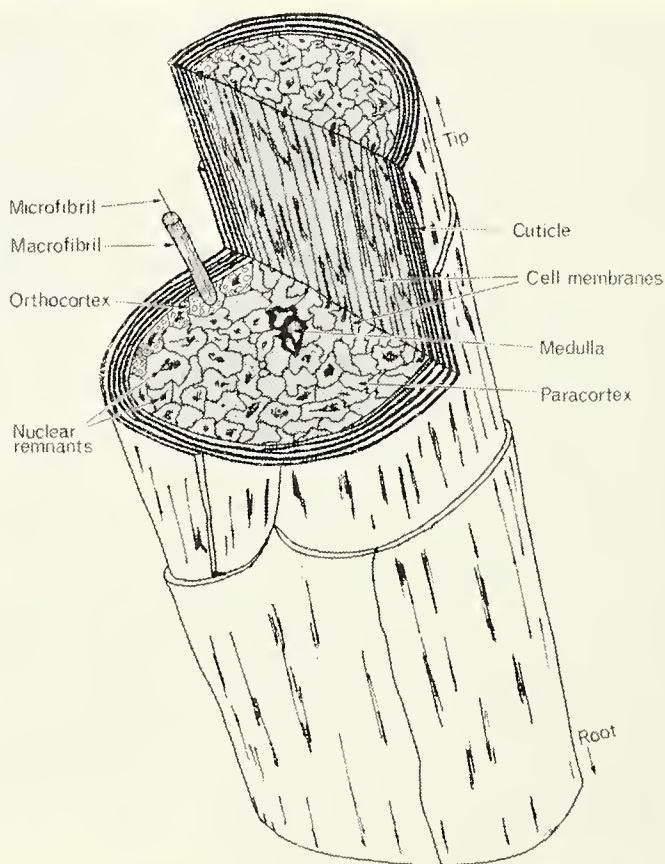


Figure 1:
Diagram of a
section of a hair
fibre by courtesy
of Unilever Ltd
and Elida Gibbs
Ltd.

to grow downwards again, eventually reaching its previous length, and pushing its way through the net of blood vessels again. A new hair begins to grow, and eventually grows past the old one, so that for a few days two hairs appear from the same follicle.

The new anagen can be stimulated by plucking the club hair. Massage has a similar effect which may explain claims for baldness treatment. During the late stages of alopecia areata the follicles have reached the telogen stage, although there are no club hairs visible, and vigorous rubbing with anything will initiate a fair number of anagens, thus producing a growth of hair which can be ascribed to the medicament used.

Alopecia areata

This condition (patchy baldness) is characterised by circular patches devoid of hair.

The number of suggested causes can be reduced to three limiting explanations:

In addition some synthetic hormones (benzoesol, dienoesol, diethylstilboestrol, diethylstilboethyl dipropionate, ethinyl oestradiol and methyl testosterone) have been reported as affecting hair growth.

Not surprisingly, considering the role of hair as a secondary sex characteristic, topical and systemic hormone treatments have been reported in some cases promoting, in other cases reducing hair growth, both in animal and human studies. A clear picture of the practical applicability of the many results reported has yet to emerge.

Chemistry

The greater part of hair is made up of an insoluble protein material belonging to the class of compounds known as keratins which are formed as the ultimate product of the keratinisation process. Also present in small quantities are the vestigial cell membranes, nuclei, etc, and some water-

soluble organic substances.

Keratin, like other proteins, is composed of amino acids, substances of the general formula $RCH(NH_2)COOH$ or, in the zwitterionic form, $RCH(^+NH_3)COO^-$ which gives rise to the majority of the most characteristic properties of the proteins. About 25 different amino acids are known to occur in proteins and most of these are found in measurable amounts in keratin.

Amino acids can form large condensed polymeric structures (the polypeptides) by the formation of amide links ($-CO-NH-$) between the acid group of one amino acid and the amino group of another while the groups represented by "R" become side chains on the long polypeptide backbone.

For a protein molecule to have some organised and "shaped" structure the polypeptide chains must be very long and there must also be other bonds to keep the chains in fixed position relative to one another. These additional bonds can be set up in three ways:

☐ By the formation of hydrogen bonds between parallel polypeptide chains. These bonds are very weak individually but since they are extremely numerous they play a significant part in stabilising the protein structure.

☐ By the formation of salt linkages between acidic and basic side chains. As some of the side chains of the polypeptide contain acidic groups and others contain basic groups, there is the possibility of salt formation between them if the groups are favourably placed.

☐ By the formation of disulphide linkages. The extreme strength and insolubility of hair keratin is attributed to its large cystine content. This amino acid contains two amino and two carboxyl groups; it can thus enter into two polypeptide chains which are then linked together by a disulphide bond.

Hair is thus an intensely cross-linked structure and can be considered as a series of submicroscopic fibrils with both parallel and linked polypeptide chains; x-ray studies show that a considerable proportion of hair has the crystalline structure known as the α -keratin structure. The most widely accepted structure of α -keratin is one in which the polypeptide chains have assumed a helical form with 3.7 amino acids per turn of the helix. The diameter of the helix is roughly 10 Å (1 nm) and the translation per complete turn is 5.44 Å (0.544 nm).

It has been suggested that the helical structure itself might have a slightly helical axis, and that in the more closely packed regions of fibres several of these screw-shaped helices have twisted around each other to form a compound helix rather like a stranded cable. The degree of twist in this way depends on the distribution of the side chains and the packing of these into the interstices of the "cable".

Not all the keratin structure is so well organised as the α -keratin structure, owing to irregularities in the material from which the keratin is formed. In addition, the difficulty of packing the side chains of many widely differing amino acids into any sort of regular structure over long sections of the polypeptide chain, results in the existence of areas which lack any closely packed "crystalline" character and which

referred to as the amorphous regions. These are very important in the chemistry of hair, as the amino acids in such regions are not protected from attack by the complexities of the compound helix.

Mineral constituents

The amounts of carbon, hydrogen, nitrogen, sulphur and phosphorus are approximately of the same magnitude irrespective of age, race and sex. Data available on the trace metal contents of hair do not allow generalisations to be made, but it has been claimed that hairs from males and females can be differentiated by comparing the respective contents of about 12 elements. It seems probable that metals in the blood stream find their way into the hair, so that the metal content of hair reflects the metal content of body tissues, for example in cases of chronic arsenic poisoning.

Chemical properties

Basically 50 per cent of the weight of hair keratin is made up of the side chains of the amino acids and because of their variety the reactions are not clear-cut, but the influence of certain groups may be detected. For instance, if the disulphide bonds are broken, the hair is weakened, but not destroyed as long as the salt-links are intact. Similarly, the action of strong acids in breaking the salt links (by suppressing the ionisation of the carboxylic acid groups) will not disrupt the hair unless the disulphide bonds are simultaneously broken.

If the hydrogen bonds remain intact, it is difficult to carry out other reactions with the hair because it does not swell to admit any other reagents; it is certainly difficult to cause hair to react in non-polar solvents. It is suggested that most of the mechanical strength of dry hair resides in the hydrogen bonds. Under normal conditions, hair always contains about 9 per cent of water absorbed from the air. In liquid water, hair can take up water to about 30 per cent of its own weight.

Hair keratin is insoluble in aqueous salt solutions (except lithium bromide at concentrations over 50 per cent), in weak acids, weak alkalis, and saturated neutral urea solution. In acid solutions between pH 1 and 2, moderate lateral swelling occurs, because both hydrogen bonds and salt links are broken. The structure remains sound, however, because of the disulphide bonds. In alkaline solutions at pH 10, lateral swelling is intense, for the same reasons, and at pH 12 the disulphide bonds begin to break down, lateral swelling becomes limitless, and the hair passes into solution.

Other materials which can affect all three types of bond are sodium sulphide, sodium thioglycollate, mercaptoethanol, urea-bisulphite, potassium cyanide, chlorine dioxide and peracetic acid. A mixture of phenol and thioglycollic acid will also dissolve hair keratin, as will formamide and urea at high temperatures.

Pigmentation

The colour of hair is an inherited characteristic and arises principally from a pigment known as melanin. It is formed in the melanocytes, which are cells situated in the uppermost part of the dermal papilla. These cells have long tentacle-like

projections (dendrites) which introduce pigment particles in the passing stream of soft cortical cells. The early granules start as colourless vesicles in the melanocyte, containing quantities of the amino acid tyrosine. This is acted upon by the enzyme tyrosinase and becomes a black pigment, with general absorption in the ultra-violet region. Tyrosinase is dependent for its activity on trace amounts of copper, and it is the absence of this enzyme that seems to be the main cause of albinism.

Pigment granules

The pigment granules themselves are ovoid or rod-shaped bodies varying in length from 0.4 to 1.0 μm and in breadth from 0.1 to 0.5 μm . The darker the hair, the larger the average size of the granules, and negroes generally have larger and fewer pigment granules than Caucasians.

The characteristic colour of red hair is due to the iron complexes known as trichosiderins, and the presence of at least

since this would require the destruction of the pigment already in the hair.

Sebum

The hair is kept lubricated along its shaft by sebum, the secretion of the sebaceous glands. Sebum is a complex mixture of lipid substances whose detailed chemical composition is incompletely understood, but it is known to contain free fatty acids, triglycerides, waxes, cholesterol and its esters, squalene, paraffin and diols.

Considerable interest has been aroused in its possible functions, and it has been suggested that it may have a profound influence on hair growth and keratinisation. Sebum has been shown to differ in composition before and after puberty. With the onset of puberty the sebaceous glands of the scalp secrete a sebum which contains higher concentrations of low boiling saturated fatty acids than before. These acids have selective fungistatic and fungicidal action and could be responsible for the cure of ringworm.

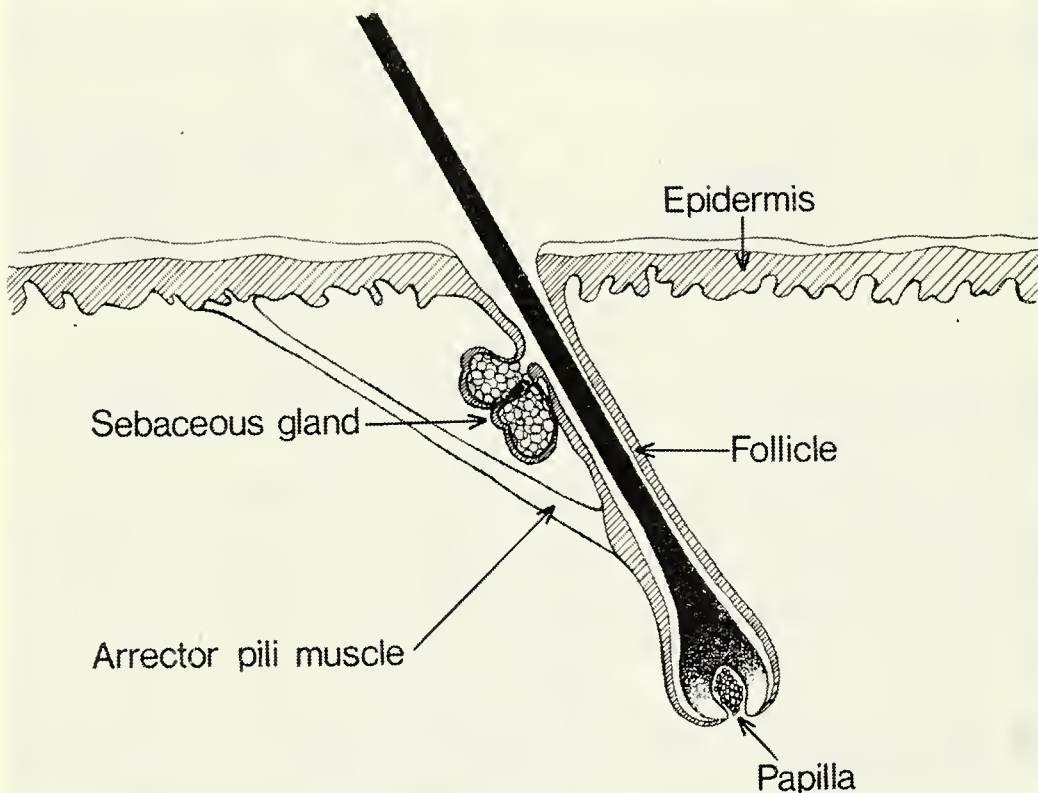


Figure 2: Diagram of hair follicle (Unilever Research)

three pigments of this type has been demonstrated.

Greying

Greying of hair which was originally normally pigmented can be brought about artificially by copper deficiency, so that tyrosinase cannot be formed. Pantothenic acid has been reported to reverse greying due to copper deficiency and it is suggested that it has some function in bonding the copper to tyrosinase.

Hair greying due to age in humans is also due to a loss of tyrosinase activity in the melanocyte.

Administration to man of *p*-aminobenzoic acid in huge doses has been reported to return pigment to grey hair.

Greying of the hair can result from serious illness or nervous shock but it seems almost impossible that this can occur in hair which has already grown,

Dandruff

Dandruff is common among men and women of all ages and despite numerous investigations there has been little success in explaining or curing the condition, though treatment is now more successful.

In dandruff conditions the outer layer of the epidermis (the stratum corneum) of the scalp and often other parts of the body, does not powder off in the normal way, but is shed in relatively large scales which are easily visible. This can occur for any of several reasons.

Scales can be caused by mechanical or chemical interference with the skin of the scalp, eg excess combing or scratching or the application of strong alcoholic lotions, irritant soaps or detergents and other materials unsuited to the skin. Another common form of scaling is pityriasis simplex capitis, or pityriasis sicca, which does not occur until 11 or 12 years of age, and

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Lenium.

The one they come back to.



You'd agree there's no shortage of anti-dandruff preparations. Even so new brands are frequently launched, often with a fanfare of publicity, a flourish of press ads and flurries of TV commercials. And yet Lenium keeps forging ahead. Why? Because Lenium is the one they come back to. Money-off offers may entice some of your customers for a while but in the end they gratefully return to the product that they find works—the one you recommended in the first place. Lenium.

We've prepared an explanatory booklet called 'Hair Care'. It answers questions about hair health in general, like the effects of general health, frequency of shampooing and the kind of shampoo to use. Ask our representative for copies or send off the coupon.

It's the recommended way of helping to increase Lenium sales.

Winthrop Laboratories,
(CDI) Winthrop House,
Surbiton-on-Thames, Surrey.

Please send me () copies of 'Hair Care'

Name _____

Address _____

'Lenium' is a registered trade mark

WINTHROP



Continued from page 5

which results in desquamation all over the scalp, without inflammation, with scales falling spontaneously onto the shoulders.

Suggested causes of dandruff fall into three main classes:

[1] Malfunctions of the scalp and generalised diseases. Many authors have noticed correlation between the incidence of pityriasis simplex and generalised conditions of the body. For instance, shortage of fats in the diet in Japanese prisoners of war camps produced a diminution of dandruff among prisoners. The following internal and external factors may be of possible importance: *Internal factors*, hormonal imbalance, impaired metabolic nutrition, dietary factors, nervous tension. *External factors*, biochemical changes of the cutaneous scalp, increase in the number and activity of bacteria and fungi, localised inflammatory reaction following the use of topical medication and cosmetics.

[2] Microbial attack. One of the most common organisms of the scalp flora is a yeast-like organism known as *Pityrosporum ovale*. This organism appears in groups in dandruff scales, hair fat and on the skin surface, and it seems likely that it is present in all cases of dandruff and in most other heads as well. However, in all probability scalp flora such as *P. ovale* are not the sole nor even the major cause of dandruff.

[3] Combination of the two causes. This dualist view receives some support from clinical investigations. After shampooing it will be found that some scalps are quite smooth, while others are still rather rough and immediately after drying reveal the edges of scales. The "smooth" scalps show no reappearance of scales until several days after washing.

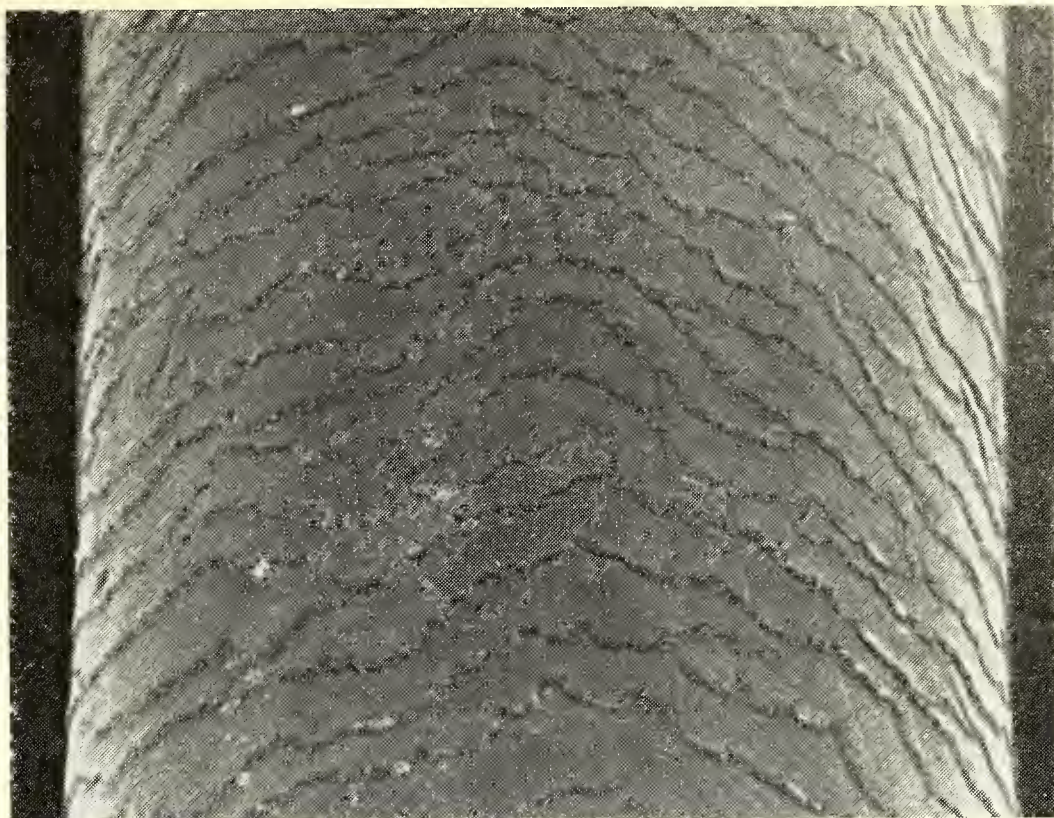
There may in fact be two types of dandruff, one characterised by the roughness of the skin even immediately after washing and the other only produced after some factor has exerted its effect on the scalp, so that scales are not produced in large numbers until a few days after washing. The dry type of dandruff, or "dry scalp" could be caused by chemical damage to the skin or by systemic malfunction.

Dandruff therapy

Dry scalp. Therapy for this type of dandruff lies chiefly in the avoidance of the causative agents, if they are external—unsuitable shampoos, alcoholic lotions, waving lotions used too close to the scalp etc—or the application of humectant and emollient material to alleviate systemic dry scalp.

Greasy scalp. This condition responds well to germicidal treatment but the most interesting developments have been from the very oldest skin therapy—the use of elemental sulphur. The most effective form of this material is colloidal sulphur, or milk of sulphur, which contains large amounts of polythionic acids, and these have been combined with cationic materials. Selenium compounds (oxide or sulphide) have been used and it is possible that they are effective in curing dandruff by interfering with the metabolism of *P. ovale* or some other similar organism.

One major difficulty with selenium com-



This illustration (above) shows a hair taken from the head immediately after shampooing. The overlapping scales of this single hair can be seen clearly; the hair surface is free from dirt sebum and bacteria □ A hair taken from the head one week after shampooing (below). The overlapping scales can be seen covered with loose microscopic skin flakes, micro-organisms and a granular layer of dirt (courtesy Unilever Research)



pounds is that as cosmetic products they are not attractive, being invariably dark brown in colour and unpleasant to use—as well as being harmful to the eyes. Products containing selenium are considered for use in severe cases of dandruff and should be used mainly under advice.

Shampoos containing effective germicides used regularly can often effectively control dandruff, but where the syndrome

is of biochemical origin, such treatment cannot in the medical sense provide a "cure".

A very interesting material used in commercial products is zinc pyridinium-thiol-N-oxide. Cosmetically pleasing shampoos can be formulated in a lotion form and the material appears to be successful in alleviating dandruff in a great number of cases.

Product Promotion Round-up

Buoyance gel reintroduced

French of London are reintroducing their French Buoyance hairsetting gel which has been temporarily off the market for re-packing during the latter part of May. It will be reintroduced in one strength only, suitable, say French, for all types of hair.

The company are presently preparing what they describe as "the biggest promotion ever for a French of London product". This promotion will take place in the Autumn when a sachet of their Rum shampoo will be given away to 1½ million readers of *Woman's Realm* (French & Scott Ltd, 717 North Circular Road, London NW2).

Campaign for Recital

The beginning of May sees the launch of a new campaign for Recital hair colourant with a special four page colour edition of *Femail* in the *Daily Mail*. This will be followed by whole pages in colour and a series of 4 × 2 cols in black and white running every week throughout the campaign period of May-July (L'Oreal Ltd, 18 Bruton Street, London W1A 1BX).

Cossack advertising

An intensive £150,000 advertising campaign, run throughout Britain's major cinemas and magazines, has broken this month for Cossack, the brand leader in men's aerosol hairdressing market with a claimed 73 per cent share in 1972.

With investigations currently taking place

into various forms of sports sponsorship, Reckitt & Colman Toiletries confidently expect to maintain Cossack's share in the aerosol sector.

"Ad-spending in 1973 will be approximately 50 per cent up on last year but the strategy is largely unchanged from the one which has served the brand so well over the last two years," says product group manager, Tony Derryhouse.

The recent Ewell Castle promotion in which the Prime Minister's hairdressers styled the hair of six public schoolboys served to underline Cossack's aim in trying to influence the younger sector of the market. And both this year's cinema and magazine advertising are weighted in this direction too. The cinema campaign will be



projected in more than 500 cinemas and continues until early Winter. Cossack estimate they will reach about 40 per cent of their target audience. And with the full colour pages placed in *Penthouse*, *Mayfair*, *Film Review*, *Practical Motorist*, *Saturday Titbits* and *Weekend* between now and the end of the year they hope to reach about 55 per cent (Reckitt & Colman Toiletries Division, Sunnysdale, Derby).

Offer from Bristows—"3p off"

Beecham Proprietaries have announced another strong consumer offer—"3p off" all New Bristow's Shampoo and Conditioner-In-One bottles, which, together with special trade discounts on sachets repre-



sents part of New Bristow's intensified support programme for 1973.

Beecham invested £½ million in advertising and promotional support for the brand launched in January 1972, and which they say had an "important and immediate influence on the market" (Beecham Toiletries, Brentford, Middlesex).

Polyglow free eyelash offer

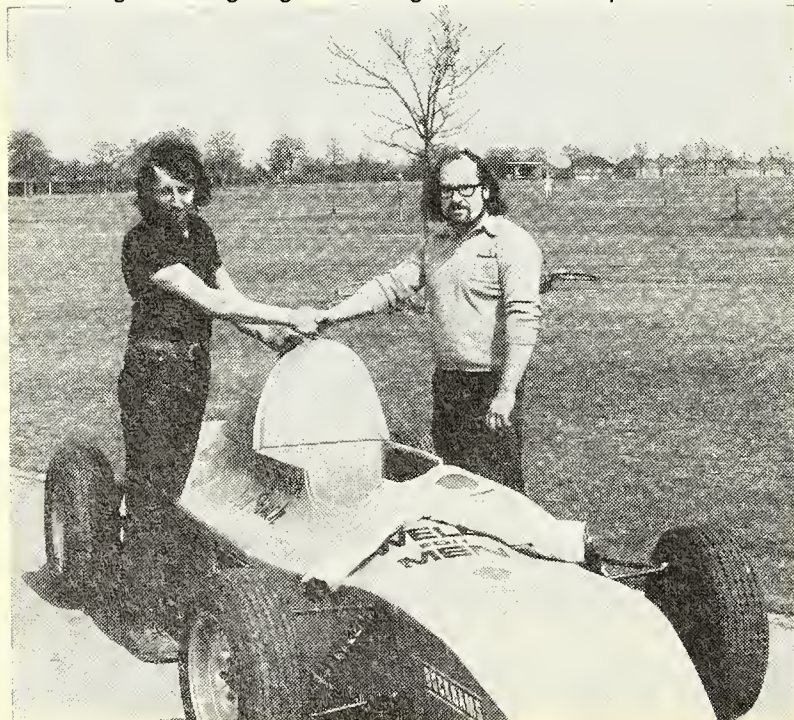
Poly are currently running a free mail-in promotion offering a set of false eyelashes in return for proof of purchase of two PolyGlow packs.

To merchandise this offer, there is a special backboard for the PolyGlow display unit, a two-pack crowner and shelf barker insert, all three display items possessing a dispenser for the special promotional leaflets.

The consumer has to complete the special promotional leaflet and return it to Poly with two PolyGlow cartons for her free set of false eyelashes. In addition to promotional leaflets in the dispenser, the instruction leaflet in the PolyGlow pack has been extended to give details of the promotions, which started at the end of April.

A line discount of 10 per cent is being given on repeat orders if the PolyGlow display unit placed in March is still on display the next time their representative calls (Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants).

Below left: Centrepiece of the new Wella for Men racing team is this formula Ford car designed by Ken Grahame (right) seen here congratulating engineer "Yogi" Bear. It is hoped that the car will make its first appearance at Brands Hatch on May 20.



Team drivers are actor Jon Finch and his brother Roger. This year Wella are sponsoring the Wella for Men Formula Ford Championship with prize money totalling £1,800.

Below right: Polyglow display material (see above).



Confessions of a Born Blonde stockist.

"Blonding is in, and my customers want to go all the way!"

Oh, what Clairol's Born Blonde can do for your sales!

Born Blonde is a unique two-stage blonding process. A lightener that takes any natural colour hair straight to blonde. And a range of colourants to create whatever special shade of blonde your customers love best.

One unique lightener. And 10 gorgeous colourant shades – including four brand-new ones. All super-rich in creamy conditioners.

And we're helping you sell them with luscious full-colour advertising like this, starting now – full pages in all the best women's magazines.

If you want your fair share of sales, stock Born Blonde now. You'll have to confess there's never been a more beautiful way to be a blonde. Or a more profitable one!



Born Blonde by Clairol
–world professionals in hair care.



Wella + IPC =

We're getting together to give

There's a boom in hair conditioners. Wella is — and intends to stay — *brand leader* in chemists. We're going to be the biggest ever brand name advertising hair care in IPC magazines.

Millions of women will get the message—but it's up to you to make sure they get the products. Display them. You'll sell them. The Big Plus will see to that.

IPC Women's Magazines
where women get the message



The BIG Plus

the Big Plus to your business




WELLA

£35 profit, just for standing around?



That's the profit hanging on our "Grandstand"; the bigger of the two shown.

The smaller one nets you £23, which isn't bad either, considering all you have to do is to take the money.

That's the beauty of our display stands.

They come with a full range of hair-care goodies, all ready to sell; they take up the smallest corner of your shop, and the profit on cost is around 60%.

Your wholesaler will fill in the details. Call him.

NEWY

The big name in little things

Newey Goodman Ltd.
Birmingham B28 0JG

Hair ornaments — fast selling, fast growing

The hair ornamentation market has been described by one company as the "fastest growing sector of the total hair care field" and by another as "a high profit line with very fast turnover". These are difficult statements to assess because apart from individual research there have been no available statistics. What is certain, however, is that the whole market for hair decorations has progressed a long way since plain grips and brown combs were tucked away in some obscure corner or displayed on a general hair care stand which also included rollers, brushes and hairnets. Now it is rare to find a pharmacy which does not have a selection of hair ornaments, with many chemists making full use of display stands devoted entirely to hair slides, combs etc.

Brands hold 60 pc

Like Alter, product manager at Newey Goodman, has carried out some research on the subject—as have most of the other companies in the field. "The market is estimated at being worth about £2.75 million" said Mike Alter, "which is approximately 25 per cent of the total hair care market. Of this £2.75 roughly 40 per cent is controlled by own brands such as Boots, Woolworths and various other fragmented brands. The 60 per cent balance, estimated at about £1.65 million is largely controlled by five or six main branded ranges". He continues: "A look at the market as it was five years ago demonstrates what rapid strides have been made.

Then hair ornamentation represented 12 per cent of the total hair care market. Over the five years it has increased by £2.15 million (360 per cent) which is, on average, a growth of 72 per cent per annum.

"The chemist, excluding Boots, controlled about 30 per cent of the market—£0.2 million. Today, the chemists' share has increased to 63 per cent or £1.733 million."

This development can be attributed to many factors, the principal one being an upsurge of interest in hair fashion generally plus the introduction of attractive self-selection display stands and a higher standard of presentation. But many of the companies concerned feel the average chemist is still largely unaware of the potential growth rate involved, particularly as girls are becoming more fashion-conscious at an earlier age than ever before thus creating a wider market.

The following are a few of the major companies concerned with hair ornaments, their views and what they have to offer:

**Devon Haircare,
Division of Solo Products (UK) Ltd,
Dalroad Industrial Estate,
Dallow Road, Luton, Beds**

Devon Haircare claim to be specialists in the market and to offer the most comprehensive range of latest selling products complemented by a full range of toilet bags and holdalls. Their policy of direct

dealing with the chemists at all levels over a number of years has, they say, positioned Comfy as a brand leader. It has won the respect of stockists for the efficient sales and merchandising service given to the thousands of display stands throughout the UK. Devon have recently moved into new premises to allow for expansion in 1973 in both manufacturing and warehousing products. They also now have provision for planned "extenders" to the range.

Always aiming to lead the way in market trends, the company has packaging, in particular, constantly under review. A whole new look Devon Comfy will shortly be appearing to attract an even wider consumer group.

The Devon Comfy floor display stand is said "virtually to look after itself". Shop staff have only to do the normal refilling whilst Devon's sales personnel regularly redress the stands, and at the same time offer a "stock and order" service where required.

Devon's marketing plans for the future will take into account the chemist's aim to increase the annual stock turn, and minimise on display space.

**Laughton and Sons Ltd,
Warstock Road,
Birmingham 14**

The Lady Jayne brand, also distributed through the wholesaler, was relaunched in April 1971 and they describe its growth since that time as being "dramatic". Tony Peachey, marketing manager, commented: "Sales in 1972 were 44 per cent up on 1971. I doubt if there is any brand in the chemist market showing that sort of performance at present."

The Lady Jayne range is extensive with packaging and self-selection stands playing a large part in the company's success. Laughton offer six different stands ranging from a large free-standing floor unit with castors and four separate faces to the small mini-stand which is the latest addition to the range.

They are launching a selection of new hair ornaments on May 14.

**Newey Goodman Ltd,
Robin Hood Lane,
Hall Green, Birmingham 28**

This company claim to have approximately 25 per cent of the hair ornament market. And of the £1.65 million controlled by the five or six main brands, Newey say they hold 41 per cent. They described their range five years ago "as relatively small, but by careful planning and selection we have achieved a steady growth and improved our percentage of

Continued on p14



Some examples from Laughton's Lady Jayne collection

Ornaments — a wide choice

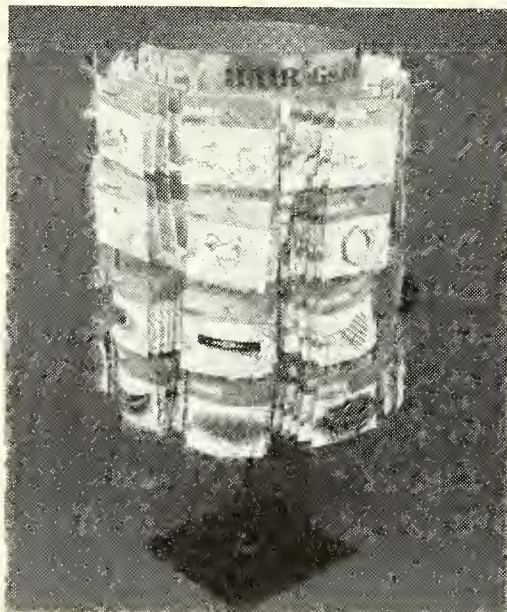
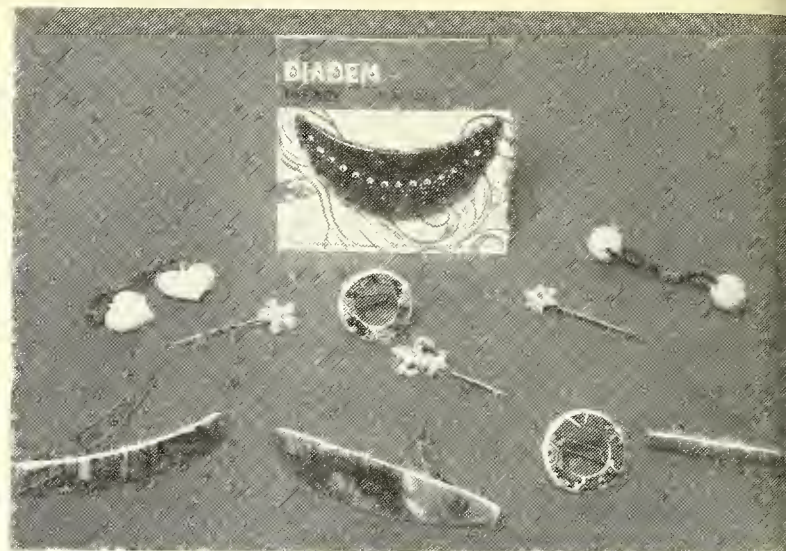
Continued from p13

the market by an average of 8 per cent per annum".

Newey have companies all over the world and, because of this they feel they are in a position to understand the UK market in comparison to those overseas as well as obtain most of their imported ornaments from their overseas subsidiaries. They see the UK as still "very much behind foreign markets and therefore there is likely to be a sustained and increased growth particularly through the chemist as they give more importance to this item".

Presentation and the "look of the article" is important to them. They use a white gloss card with gold and black design for some of their ornaments so as not to clash with the slide's bright colours; but where the ornament itself is rather subtle they use the standard Newey card with the rhodamine red background for greater impact. The company cater for the children's market with slides from 6 for 10p, polo-type slides at 2 for 11p, the middle market with all types of ornaments from 10p to 20p through to the better-quality item for around 35p. Newey offer

Part of the comprehensive selection in the Newey range



**Ravina Ltd,
3 Barton Road,
Water Eaton Industrial Estate,
Bletchley, Milton Keynes, Bucks**

Ravina is a fairly new company to the hair ornamentation field, their range being first launched in 1971. They offer more than 50 items, the majority of which are blister-packed, supplied in a wide range of modern colours. They claim to be the first UK company to manufacture and distribute blister-packed hair decorations.

"We believe it's essential that hair accessory products be presented and displayed to the best advantage," said Mr Vishnick, sales manager. With this in mind they recently introduced their S.21 counter display unit following a "detailed survey of chemists' attitudes and requirements regarding point-of-sale equipment". "After analysing the results we conclude that a single-sided counter display unit which carried a varied range and occupied the minimum of space was likely to be the most acceptable," said Mr Vishnick. "Sales of the unit during the first four months of the year have proved this to be correct," he added.

Ravina attribute their success and growth in such a short space of time to constantly designing and introducing new products. "This is the only way to compete, particularly when fashion plays a considerable part in a woman's choice of hair ornament".

a choice of either standard or Continental type of clasp. And both counter and floor stands are available, the latest one being a revolving counter stand.

Newey Goodman's products are distributed via wholesalers. The company feel there is a general move towards the wholesaler which they say is shown in general trade terms. They quote a recent survey carried out by A. C. Nielsen which showed that in January/February 1967 purchases from wholesalers was put at 55 per cent; this grew to 66 per cent during the period July/August 1972.

Infestation symposia

Since being launched numerous reports have been received of the success obtained from the use of Prioderm (0.5 per cent Malathion lotion) in the treatment of head infestation, say Priory Laboratories Ltd. Prioderm, it is said, kills the lice and acts also as an ovicide. Local Authorities are finding that increased protection, lower incidence of re-infestation and successful control of the "hard core" cases, are benefits which can be attained from the use of Prioderm, which is packed in a 55 ml bottle with a sprinkler top.

Priory Laboratories Ltd are about to launch a series of evening Symposia—"Head Infestation—a Community Problem" at which a new film will be shown dealing with the background and the treatment of head infestation:— Mr J. W. Maunders, M.Sc., of the London School of Hygiene & Tropical Medicine will be presenting a paper on the recent develop-

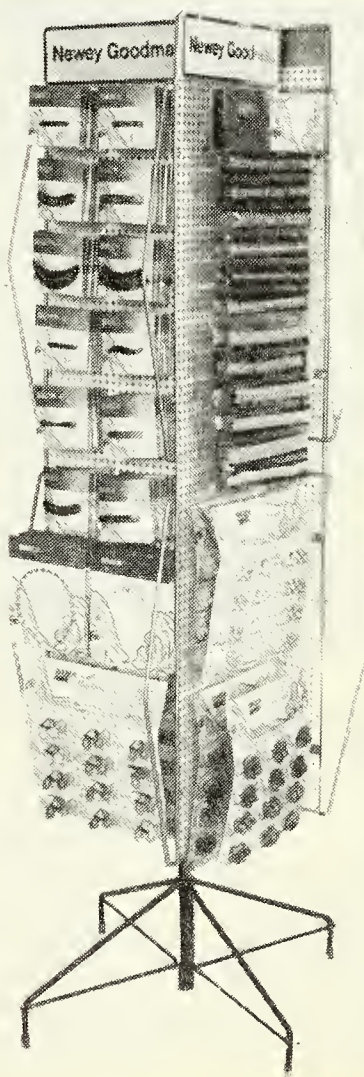
ments made in the field.

The first of these Symposia was being held at Newcastle-upon-Tyne on May 10 (Priory Laboratories Ltd, West Drayton, Middlesex).

Hair Care booklet

A booklet entitled Hair Care is available, free of charge, from Winthrop Pharmaceuticals, makers of Lenium, the anti-dandruff treatment shampoo.

This comprehensive little booklet provides a lot of useful information about hair and its care, besides helping people to understand their own hair with such sections as "How Hair Grows", "How hair is affected by the state of your health", "Other factors affecting hair growth", "Dandruff and acne", it also includes advice and guidance on such perennial topics as different hair types and how best to handle them, brushing, hair conditioners and colourants (Winthrop Pharmaceuticals, Winthrop House, Surbiton-upon-Thames, Surrey).



Product improvement —

It's partly a

question of semantics

The term "miracle drug" is often used in the lay press, and in many instances—antibiotics are obvious examples—the implication is close to the truth. The painstaking research carried out by the pharmaceutical industry has indeed been rewarded by the discovery of compounds that can live up to such a description, but rarely does the research of the toiletries and cosmetics industry produce that "miracle ingredient" so favoured by the advertising man.

One reason for the difference is that the pharmaceutical industry knows precisely what its potential drug must do—it must deviate, by one means or another, disease (""). If it does that, medicine and the public must acclaim it. Not so with toiletries. Are the public ready for the breakthrough? Will it cost too much to educate them through advertising? Indeed, is the breakthrough too late?—remembering that a modicum of dandruff has become almost "socially acceptable" and a genuine "cure" discovered today might find the going very tough.

So for toiletries the answer is one step at a time, and the direction of that step is almost always dictated by what the public wants or is prepared to accept. To find out how the cosmetic scientist carries out his search, *C&D* recently visited the Unilever laboratories at Isleworth, Middlesex, where research is carried out for the products of Elida Gibbs and looked specially at hair care possibilities.

The most striking contrast with the pharmaceutical research laboratory is the lack of "off-the-shelf" standard research equipment—essential for drugs where experiments must be reproducible in independent and government laboratories all over the world. For toiletries, test methods have to be specially devised, equipment specially built. The parameters or criteria to be determined have to be pinned down in order to guide the scientist in efforts to produce better products that the consumer wants.

This last is the point at which much research begins. Elida Gibbs have given a great deal of thought to the study of "semantics"—just what *does* the customer mean by "condition", "texture", "bouncy"? and does she mean what the industry means by the same terms? Unless there is uniformity—and it cannot be taken for granted—the research effort will come up with the wrong answers, and that can be expensive!

As we have said, it is no use having a great laboratory assessment of a hair characteristic if it does not correspond with the consumer's view, and Elida Gibbs therefore run panel subjective tests alongside

their objective evaluations. The parameter of "hold" illustrates the point very well.

In the panel test for hold, standard hair switches are curled uniformly, sprayed with the hair sprays under test, and placed on a series of dummy heads. For reproducible results the heads are kept in a test room with controlled lighting, temperature and relative humidity. For assessment, a judge grades perhaps 12 heads in order of magnitude or "hold" along a bench. Not only are the heads placed in order, they are arranged in such a way that the distances between them represent meaningful differences in the holding power of the sprays.

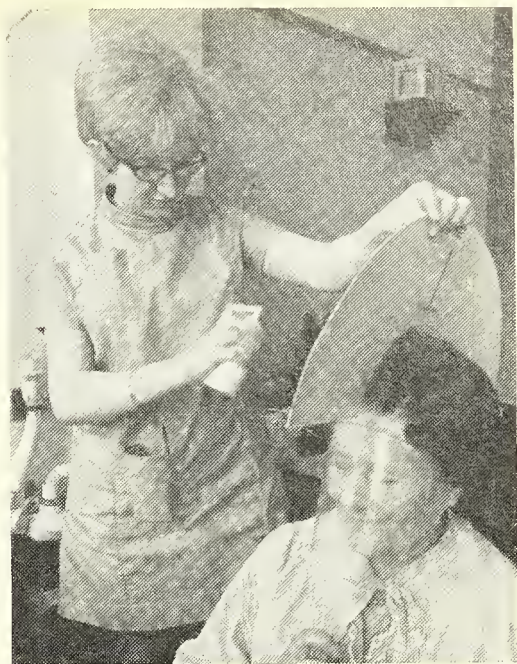
This type of test has proved successful for "set" and "greasiness" as well as

Top right, the half-head test for comparative evaluation of the performance of two holding hairsprays whereby a mask is used so that each spray reaches only the intended half-head. After both halves have been sprayed the performances of the hairsprays are judged quantitatively by the hairdresser. □ Series of three photographs which show how difficult it can be for the consumer to evaluate gloss unless the lighting angle is kept constant: from the top down, the effect obtained with the lamp used over the mirror; when the lamp is over the head and the appearance of hair as seen by the subject when using a hand mirror.

"hold", with both visual and tactile assessments being made. It has been found that the panelists can be capable of a high degree of reproducibility in their assessments.

The subjective evaluation is given objective support using one of the few pieces of equipment available commercially "off the shelf". For this, small standard switches of hair are wound on to Teflon-covered rollers (to prevent snagging) under constant tension. They are then treated with a test product and a stress/strain evaluation carried out using an Instron tensile testing machine.

Continued on page 17





For the man who has everything...

Something to make a nice change

When you stock Formula 16 you're not just adding yet another toiletry to everything else.

Formula 16 is a uniquely successful treatment for grey hair. It brings back natural looking colour. It feeds colour back gradually, so that there's no embarrassingly sudden change.

A few drops applied daily for two to three weeks produces this nice confident difference. And then just one application a week is all it takes to retain the colour... Formula 16 is a proven product. Effective with both men and women. Safe. Non-greasy. With a distinct, large market of its own.



The price is right. And so is your profit.

It's advertised regularly in the national press. With ads which, like Formula 16 itself, have proved they really work.

Could be just what you need for a change, couldn't it?

The optional extra

We know how much you don't need another shampoo. But people kept asking which was best to use with our hair colour restorer. So in the end we brought out a Formula 16 Shampoo. It has been said there's none better - for any age and kind of hair.

Formula 16

Continued from page 15

Another important area for consumer valuation is the parameter of "gloss". It is regarded by consumers as one of the most important attributes of hair condition—yet it apparently can mean different things to different people. And, even more important, it depends entirely on the lighting conditions under which the effect is viewed. Both factors have been allowed for in the test devised by Elida Gibbs.

Again it is a "ranking" test, with the panelist on this occasion saying which of three switches is the glossiest. She sits facing into a dark-walled box fitted with "daylight" tubes set at a standard angle to the viewing platform. Three hair switches wound on rollers and covered except for the switches are compared in random order in any one test—three from each of three groups treated respectively with two test products and one product that has been tested before. The results are fed through a computer before being compared with objective test results. A 75 per cent probability of noticing a difference is the criterion of measurement, but it is also found necessary to "balance" the panels of judges according to how the panelists react in the tests—whether they judge "gloss" by the contrast between the highlight and the rest of the hair, or by alignment, for example.

In the case of gloss it is particularly important that the objective test should be reproducible because improvements in product achievement are usually small, and it may be necessary to refer back to formulations of some years ago to demonstrate a marked change. Elida Gibbs have developed a goniophotometer for this purpose. It scans the hair switch as does the human eye, recording the angles of reflected light—and measuring values, not preferences as do the consumers (for example, a high gloss may be marked low by a consumer because it simply looks "wet").

Condition

Another deceptively simple test is one which measures the resistance of hair to wet combing and which is used as one of the objective measures of condition. An ordinary tail comb is attached to a meter through a transducer so that the peak force required to drag it through a suspended standard switch can be recorded. The technician is aided in keeping to a constant speed by timing the combing operation by a metronome. First the resistance of the wet switch is determined to provide the standard, then the switch is treated with a trial shampoo and the test is repeated—results of 85 and 136 per cent of standard were recorded for the two products being tested when C&D visited the laboratories. Although low wet combing resistance is appreciated by the consumer, it can also be an indication of lack of "body".

An essential feature of the laboratory set-up is the salon. Here professional hairdressers are used as the assessors, permitting much more stringent test conditions than would be expected in the normal use of the product. A panel of 300 local women has been recruited for free hair care—no fewer than 200 are treated weekly in the first line tests at Isleworth, and there is a further panel operating at the salon in Hesketh House, Elida Gibbs central Lon-

Instrumental evaluation of the wet compatibility of hair assessed in the laboratory by drawing a comb through the hair switch after it has been shampooed. The experience by the operator is registered on a gauge connected to the handle of the comb



don headquarters, where proven formulations can be tried out on a cross-section of hair types and conditions and on a variety of current hairstyles.

At Isleworth, a "half-head" technique may be used to compare one formulation with another. About 24 women are included in any two-product trial, covering a range of hair types. It is also necessary to alternate the sides to which the test products are applied to eliminate bias—a hairdresser may be able to generate a foam better with the right than the left hand, for example. All the hairdressing techniques are standardised (quantities of materials are accurately measured by syringe) and are the subject of written instructions, so that results can be compared under the same conditions in Unilever laboratories all over the world.

Once a formulation has surmounted all the laboratory hurdles it must be put in the hands of the "public". But there is a half-way stage utilising a 3,000-strong panel of Unilever employees, who are given products in "blind" packaging and are asked to home-test a particular claim that might be made as a result of the laboratory work. In addition, the panelists are asked their overall opinion of the attributes of the products—and this sometimes brings out unexpected good points!

The mannequin head test which permits realistic simulation of a wide range of product effects. The photograph shows one stage during assessment of set retention. The test is carried out by a panel of judges who each place the heads in order against a numbered scale



Supporting the test at all levels is one of the most sophisticated of all pieces of testing equipment—the electron microscope. This instrument has revolutionised the understanding of hair treatment problems in recent years, bringing a new dimension to the word "condition", and it can show up only too clearly the damage caused by a poorly formulated product, as the electron micrographs on page 7 demonstrate.

But in the end it's all a question of acceptance by the consumer, and whether the product lives up to her expectations. Which brings us back to semantics. To help them get it right, Elida Gibbs have carried out word association tests, taking the major categories such as "manageability", "set", "body", "texture", "condition", and asking consumers to associate them with descriptions such as "bouncy", "not flat", "springs back", "stays in place". The findings have been incorporated in a spatial model so that the measurement of one parameter can be quantitatively related to another. To take a simple example, in the consumer mind "bouncy" is closely associated with "body", but far removed from "curliness".

Get the semantics associated with your formulation right—and you've got yourself a marketable product!

Product Promotion Round-up

Twice as Lasting new look

L'Oreal, who handle the UK marketing and distribution of Roja's Belle Color and Twice as Lasting ranges, recently launched Quick Set—a quick drying hairset in aerosol form especially formulated as a

hairdo reviver to solve the “midweek set” problem. A £149,000 national television campaign supported the launch and will promote the rest of the Twice as Lasting range during the year. The campaign appears in four bursts, the first two commenced in April.

The packaging for Twice as Lasting hairset was recently redesigned “to add femininity”. The new label now carries a double-two motif which already appears on the new Quick Set aerosol. There is also a change in the product name Twice as Lasting hairset with colour to Twice as Lasting Colour Set. No changes have been made in the shade names.

All the hairset bottles have tall cylindrical shaped caps in silver for plain hairset and blue-purple for Colour Set. The new packaging style is reflected by the merchandising material designed to hold the entire Twice as Lasting range (L'Oreal Ltd, 18 Bruton Street, London 1BX W1A).



Money-saver from Vosene

The success of last year's Vosene promotion has prompted Beecham to introduce another “twin-pack” offer—with money-saving prices marked “on pack”. This latest offer applies to both sizes and represents to the consumer a saving off the recommended price of “at least 15p” on the economy and “at least 9p” on the standard size.

Emphasized by strong yellow and red “flashes” across the Vosene packs, the offer,” say Beecham, “provides exceptional opportunities to mount compelling displays”. To give added impact at point-of-sale, a special range of merchandising material has been designed.

And a concentrated burst of television

advertising featuring the “Goal” commercial is due to be screened in the coming weeks (Beecham Toiletries, Beecham House, Brentford, Middlesex).

Mink brooch by Clairol

This month will see the beginning of a special offer of a free mink brooch—either a mink mouse or mink flower—exclusive to customers purchasing Clairol's Loving Care and Loving Care Silver. Special promotional packs will carry a flash announcing



the offer together with a leaflet in the pack giving the details. Customers wishing to obtain the brooch have to buy two of the special packs, cut off the front from both and send them, together with the leaflet, to Bristol-Myers. The offer will run until December 31, 1973. Display material to support this offer is available (from Bristol-Myers, Stamford House, Langley, Bucks).

Seboderm fights dandruff

Seboderm liquid and cream both contain 15.6% Cetrimide in an elegant presentation. The liquid is advocated for those patients suffering from dandruff and Seborrhoea Capitis who have greasy hair, and the cream for those with dry hair.

55-ml
110-ml (economy size)
Seboderm cream 20-gm tubes

Basic N.H.S. Price 12½p
Basic N.H.S. Price 19p
Basic N.H.S. Price 10p

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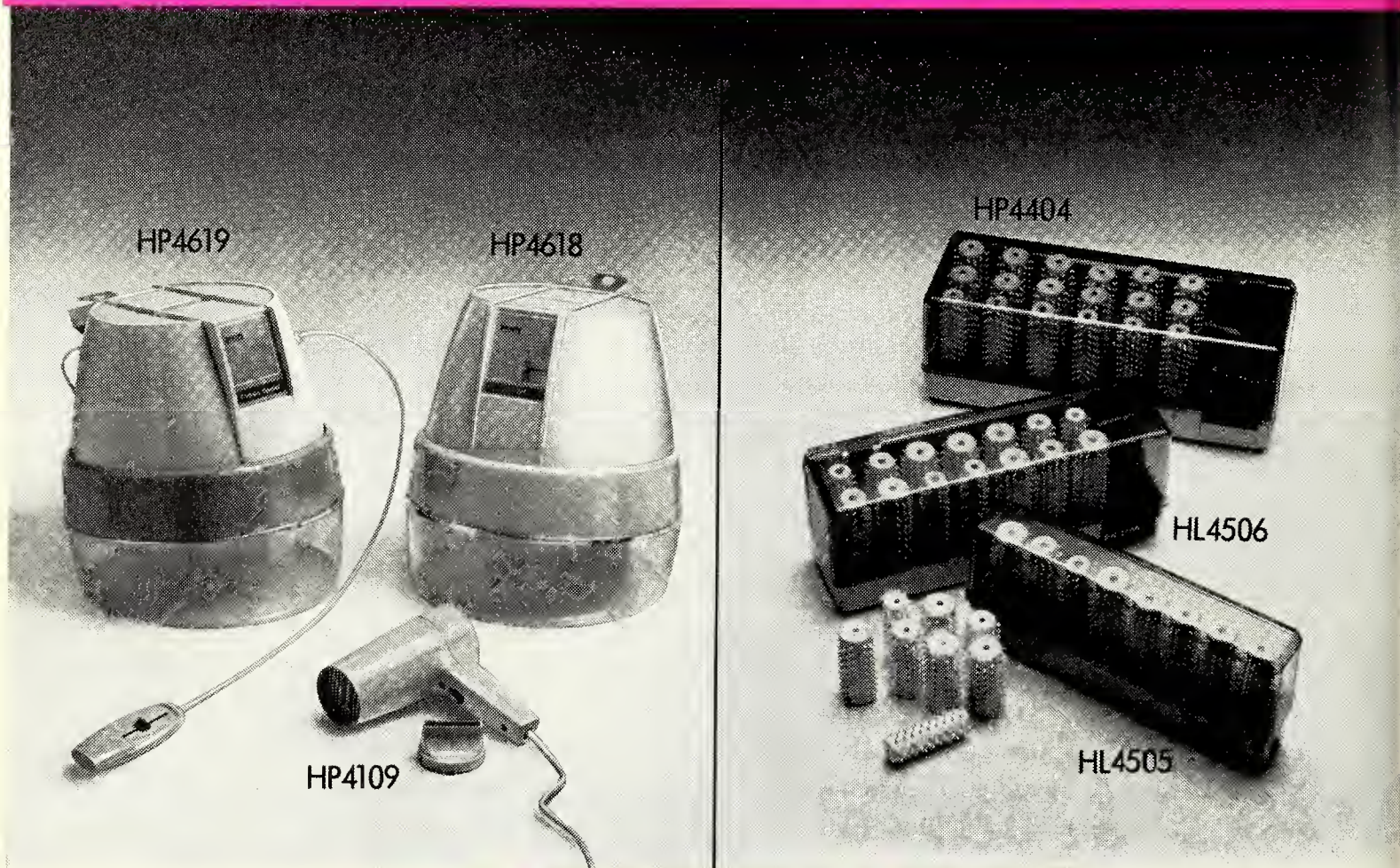
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Both our lines.

With the Philips Hair Drier line
you can sell a customer a very good drier.
With the Philips Hair Curler line
you can sell a customer a very good curler.
But with both lines in your shop you can double your
chances of a sale. And that makes sense, doesn't it?
And another thing, we'll be doing plenty of advertising,
so you'll be seeing plenty of customers.
Why not get both our lines right now.
And while you're at it, ask to see the Philips Hair
Clippers (HP2501) and the Untangler (HP4416 Hair and
Massage Brush). Just as an added sideline, of course.

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